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The famous  
**Roses of New Castle**  
grown by  
**HELLER BROTHERS CO.**  
NEW CASTLE, INDIANA

A superb new dwarf rose  
**"Baby Doll"**  
"TIP-TOP"  
Equisitely Beautiful

My dear Mr. Heller  
I have just received your  
kind letter of the 10th inst.  
and am glad to hear from  
you. I am well and hope  
this finds you the same.





**RHEA REID**  
**QUEEN OF ALL HARDY**  
**EVER-BLOOMING CRIMSON**  
**BUSH ROSES**

## **“Rhea Reid”—“Hoosier Beauty”**

**BOTH BORN IN INDIANA. THE TWO GREATEST CRIMSON GARDEN BUSH ROSES.**

A great distinction belongs to Indiana Rose Growers. Here, in the beloved Hoosier State, the two best crimson garden bush Roses have come into being. They are thoroughly distinct in color and our illustration merely emphasizes this fact; that if you want the two greatest crimson Roses in the world you must have both “Rhea Reid” and “Hoosier Beauty.” Strong, healthy growers. Both are hardy everywhere with protection. The flowers are immense in size, full, deep and double, and borne in endless profusion the whole growing season through. “Rhea Reid” is vivid, scarlet crimson—“Hoosier Beauty,” rich, deep, velvety crimson, beautifully veined and shaded; fragrance delicious. These two marvelously beautiful Roses have made Indiana famous. You cannot possibly be without them. Ours is the genuine stock, and on its own roots.

**PRICES. RHEA REID**, first size plants, 20c each, 3 for 50c; larger size, 25c each, postpaid; strong 2-year-old plants, 45c each; \$5 per dozen; **Star Size** plants, 75c each, by express. **HOOSIER BEAUTY**, first size, 25c each, 5 for \$1; larger size, 35c each, postpaid; 2-year-old, 50c each, \$5.50 per dozen; **Star Size**, 75c each, by express.

**SPECIAL OFFER** One of each variety, 40c; larger size, 50c, postpaid; one of each, two-year-old plants, 85c; **Star Size**, \$1.30, by express. These are the most superb crimson Roses in the world.



# A Notable Attainment

## PLANTING ROSES AROUND THE HOME IS NO LONGER A LUXURY—READ WHY

**I**NDEED Roses are a necessity; as much so as the interior decoration of the home. They yield a greater permanent return than anything else, increasing in size, beauty and value year after year. They increase the value of property as nothing else does. These famous "Roses of New Castle" with a world-wide reputation, are grown especially for the amateur planter, who may plant one or a hundred of them knowing full well they will yield a most generous and beautiful return.

The "Roses of New Castle" which you buy represent the experience of "a lifetime spent among the Roses." When you plant your home you secure a house painter. When you install a heating system, a plumber does it for you. When a matter of law arises with you, you go to a lawyer. This is the age of specialists. We do not grow fruit trees nor ornamental trees nor small fruits. Our specialty is growing Rose plants on their own roots—the only kind to plant. We have been at it a lifetime. We do that one thing well. We have the most modern equipment in America and not only do we say we grow the best Roses on this continent but we do grow them. When you buy from us you are buying from specialists and you are getting, without cost, the benefit of a long career spent in this one line of business.

Everything that money buys has increased enormously in price. We have not escaped. Our cost of production has gone upwards in leaps and bounds. In spite of this abnormal increase, we are not increasing our prices but in many respects reducing them, especially the newer Roses. This is a remarkable condition. We have increased our output enormously by reason of our magnificent equipment, our splen-

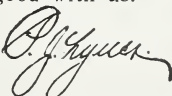
did soil conditions and a tremendous amount of work. We propose to give you these benefits absolutely free. If we find, under such favorable conditions to the purchaser, our trade does not increase very largely, then we will be compelled to raise prices. That will be the test under which we are to live.

Therefore the prices in this book are subject to change without notice. We advise every prospective purchaser to place orders immediately or as early as possible and we will reserve the goods for you until the proper planting time or until you direct us to ship. If it does not suit you to send the money at this time, send a portion of it and we will carry the goods without further expense to you until needed. We do not know what it will save you but if we are obliged to raise our prices, it will be a raise of not less than 20% and more likely 25%. We speak thus plainly about our affairs because we want your business—we know that with every other production advanced in price, we are doing an unusual thing in maintaining old prices—we know that this immense stock of Roses, nearly a million plants, is the best that can be bought at any price and we want you to know that you buy under an absolute guarantee. Safe delivery anywhere in the U. S. guaranteed and if not satisfied with the goods, we will duplicate them or refund your money. If you plant but one Rose bush or a thousand, you can get no better service at any price.

In addition to all these advantages—low prices—an air-tight guarantee, we go still further—we will prepay the express charges to any point in the U. S. where the order amounts to \$3.00 or more but only when we are requested to do so as explained on page 6 under the heading of "Prepaid Shipments."

You have the writer's personal guarantee of a satisfactory purchase and I want your order—I want you to catch my enthusiasm and the tremendous energy that is back of the writers words. Order today—delivery when wanted—cash or credit, (open an account) your order is thrice welcome and your credit is good with us.

Sincerely,



P. J. LYNCH, Owner,  
Heller Bros. Co.  
New Castle Rose Co.  
Hoosier Rose Co.  
New Castle, Indiana.

Goods sent safely to all parts of the nation. Safe arrival and satisfaction guaranteed or money refunded.

## Your Opportunity

### CONDITIONS UNDER WHICH WE PREPAY ALL SHIPPING CHARGES.

**FIRST**—We prepay all goods sent by mail or parcel post.

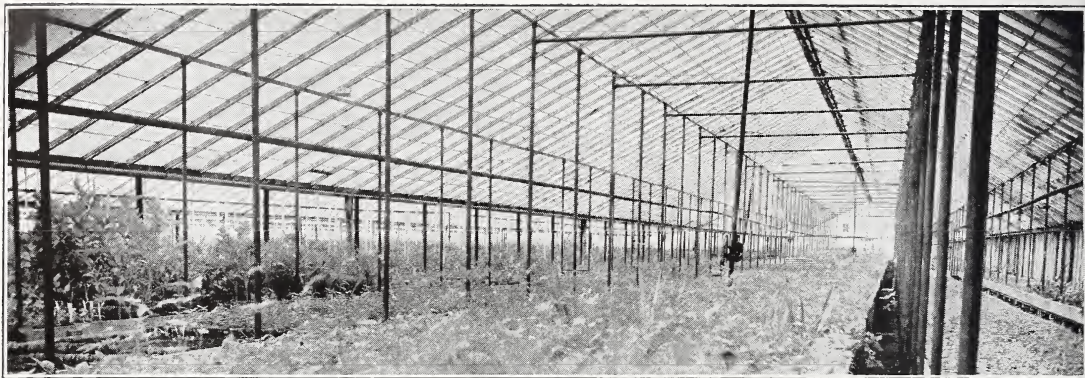
**SECOND**—We prepay all shipments by express to any point in the U. S. A. on orders amounting to \$3 or more, BUT ONLY WHEN REQUESTED TO DO SO. Be sure to read "Prepaid Shipments," page 6.

**THIRD**—On all orders less than \$3 we prepay all express shipments if 20 per cent additional is included with remittance.

**FOURTH**—Safe delivery anywhere in the U. S. A. guaranteed or money back on demand.

In the face of the present tremendous increase in cost of growing, we have NOT ADVANCED OUR PRICES. Instead, we have actually REDUCED PRICES on many choice plants.





Interior photograph of our mammoth Rose growing glass house. 300 feet long, 150 feet-wide. Recently erected. Insect proof. Built of glass, concrete and steel. Houses one million Rose plants.

# The Tide Has Set In

## *The Whole Nation is Planting Roses*

By P. J. LYNCH

**F**OR 35 YEARS we have hoped to see this day, when a great wave of enthusiasm such as is now sweeping over the country, for forwarding the home beautiful movement, would take hold of the American people. The hopes of these many years are being realized, even beyond our most sanguine expectations. The whole nation is planting Roses and other flowering plants and the tendency, everywhere, is to have one's yard and home surroundings a bower of beauty. Never has there been such a Nation-wide demand for high grade, own-root, Rose plants, such as the famous "Roses of New Castle."

**Made in America** This is as it should be. In the early days, Rose plants, mostly foreign-grown, sold at extremely high prices. They were planted by the few. All this has changed since the day when the writer's family, nearly 70 years ago, first introduced in America, Roses grown on their own roots. Grown in America, for American homes and gardens, the demand has increased until today we are growing millions of Rose plants for the amateur planter, sending them direct into the thousands of homes in every county of every State in the Union.

We are the pioneers in this great onward movement of beautifying American homes.

**Don't Plant Wild Roses** There are still a few American firms selling budded and grafted, foreign grown Roses, but the day has passed when the label "Imported from abroad" is the hall mark of superiority. The label "Made in America" is sufficient guarantee of the quality of the production, for we yield to no country in the standard of quality of Roses or anything else, from the hands of the honest business men and honest toilers of America. The persistency and genius of our people is triumphant. America can grow her own Roses for her own people.

### **Best Rose Growing Soil**

The American people love Roses—love to grow them. They have learned to know Roses—to know what a good Rose is. They have learned that a home grown, on own root Rose, such as we grow here in New Castle, is the only kind to plant. They know that such a Rose is immeasurably superior to a grafted or budded, foreign grown Rose. They know that such Roses soon go back to the source of their origin, the wild root, and is nothing more or less than a wild Rose. They know that here in New Castle is the best Rose growing soil in the world.

We have made this city famous in the Nation as the "Rose City." They know the reputation for high grade stock and fair dealing which we have established. They know that, not only do we say that we grow the best Roses in America, but we do grow them. They know that the best bush Rose for all soils and all climates is our famous Jeanette Heller—the best all-around Rose in the world.

**A Comfort, Not a Burden** Once planted, they need no new parts. They increase in value each succeeding day. They require no technical knowledge to grow them to perfection. They bloom in amazing profusion for rich and poor alike.



Heller's Roses growing in the home yard of Mr. Richard A. Smith, Denver, Colorado.



We give to our customers FREE advantages not found elsewhere on this continent. Free delivery, when so requested, of all orders of \$3.00 and over. Nature has given us the best Rose growing soil in the world. Our location is at the center of population in the United States, therefore, we bring our immense establishment to your very doors at the minimum of distance, no matter where you live. Moderate prices, safe delivery and satisfaction guaranteed or money refunded. These are some real reasons why you should send us your order today; we will do the rest.



Hellers' Roses growing in the home yard of Mrs. W. L. McCarty, Shelbyville, Indiana, who inscribed on the photograph she sent us, "Roses growing in my back yard—bought of Heller Bros. Co. They are the pride of Shelbyville.. Roses can be grown in Indiana as well as in California."

## Make up Your Order

The reason that you postpone this most enjoyable feature of your everyday life is that we do not strike you at a responsive moment when you sit down for the purpose of making up an order, of mailing the order and disposing of it just the same as you would in purchasing the ordinary commodities of everyday use.

If you will but stop and give us fifteen minutes of your time, you will have months of pleasure. You will not have to wait until next year as your plants will bloom for you this year, and will keep on rewarding you year after year, growing just the same as the trees and producing an abundance of Roses.

You will understand then why it is that over 100,000 persons are devoting fifteen minutes of their time to this same work, and you will become one of the great army of buyers of the famous "Roses of New Castle."

Will you give us the time? The great majority of our customers make up their orders in the early winter and send them so that we can reserve the plants for them, and if any changes are desired they can be made at any time. The plants will not be shipped until the proper planting season unless we are instructed to the contrary.

If you do not wish to send money with the order, simply send the order, tell us to book it for you to be sent at the proper planting season, and that you will send the money later on, as you may want to make some changes.

## You do not Need a Scientific Knowledge of Roses

to make your selection of varieties, for even we, who are professional growers and who have made a life study of the business, find the greatest pleasure in setting out varieties selected at random. Each and every variety we find make a brave show, and is not to be outdone by any particular favorite.

Of course, a variety combining so many rare qualities as our famous Jeannette Heller Rose is undoubtedly the most satisfactory of all Roses. Many varieties are made popular by the degree of fashion, and there is many a Rose that has been "born to blush unseen and waste its sweetness on the desert air," because it has not had the good fortune to be thrust into the limelight; but its good qualities are just as inherent as its more favored sister that has had the advantage of greater publicity.

**Start Something** Make a start. Your neighbors will soon follow your example. Your order, no matter the amount, will be looked after carefully. If you put this book aside now your opportunity is gone. Make up an order NOW! We will ship it when the proper planting season comes. You can make any changes you want to before shipment is made. With or without remittances send your order in today. When the flowers begin to unfold themselves in all their loveliness you will thank us for being so insistent and so urgent. We know. We have been observing these things since 1874. Lest you forget—order today! NOW!

**NOTE.** Please bear in mind that when our big shipping season is on it is impossible to keep up with our correspondence and orders. We ask our friends to be as indulgent as possible. In order to expedite correspondence, when you write us about anything please enclose a stamped envelope or post-card with your name and address written plainly.

## We Stand Behind Them

We grow the best Roses in America and so we ought to. That has been a life-long business with us and it will continue to be our life's business. We do not propose to take any chances with our reputation for the best goods that can be grown, and we want to impress upon all our friends, both old and new, that we do business on a close margin of profit because we can afford to by doing an immense volume of it. We want, also, to impress upon them that we do business under a guarantee that is plain and easily understood.

**Guarantee Means Something** No matter where you live, we guarantee to deliver goods to you in first-class condition, to satisfy you or to return your money immediately upon demand. You will, perhaps, not find elsewhere a similar guarantee, but you will find different kinds of Rose prices; but this guarantee of ours means just what it says. Hold us to it!



Rose Garden of Heller Roses, Mrs. August Pepphn, Baltimore, Md.



# How to Order—Important—Please Read

The prices and conditions in this book cancel all previous prices and terms, and as our prices have not been advanced, but in many instances reduced, and because of the tremendously increased cost of production and uncertain conditions, we reserve the right to cancel prices and terms in this book without further notice. Address always, Heller Bros. Co., New Castle, Indiana.

## Prepaid Shipments—Read Carefully

We have a very great advantage in our location here, not to speak of the tremendous advantage of the wonderful strength of the soil in which our Roses are grown. We are practically at the center of population in the U. S. We reach all points quickly. We have splendid shipping facilities over the Adams, Southern, American and Wells Fargo Express Companies.

That there may be no chance of a misunderstanding as to what we are in the way of prepaying express shipments, we urge prospective customers to read these conditions carefully.

The reason we make it a condition that you must request us to prepay the express charges on your order when it amounts to \$3 and over, provided you want us to prepay the shipping charges, is this: Our prices have not been raised; we realize we are selling our goods on a very close margin. When we prepay express charges we can not afford to have the shipments weigh a single ounce more than is necessary to get them to their destination in satisfactory condition, therefore, when goods are shipped by express, charges prepaid by us, we remove practically all the soil from the roots of the plants to reduce the weight and shipping cost to a minimum and our experience has been that plants shipped in this way, under our skillful method of packing, invariably reach destination in first class order. Especially is this true in the States immediately surrounding us. The saving of the express charges is all in the customer's favor. You know precisely what your goods will cost you when they reach you. That is one side. Here is the other.

We make no charge for packing as is sometimes customary. Whether goods are sent by express prepaid or collect, we guarantee safe arrival but when goods are sent by express, the purchaser paying the express charges, it is customary to leave practically all the soil around the roots—a feature that many of our customers insist upon. There is no question that it is an advantage, especially to distant points, to have the soil around the roots but it is not a necessity.

Moreover the individual shipping charge can not be large by reason of our location in the center of the country and many customers prefer to pay the shipping charges and have this method of packing employed. We leave the matter for you to decide but we insist that the prospective customer shall decide and relieve us of the responsibility and frequent blame which is sometimes laid upon us when, in the absence of definite instructions, we send a shipment prepaid with soil removed from the roots when perhaps the customer wanted the goods sent charges collect with all soil around the root. Our endeavor to do even more than our part oftentimes meets with this disapproval, therefore, we will pay charges on all shipments by express in the U. S. on orders amounting to \$3 or more only when requested to do so. On orders less than \$3 add 20% additional and we will prepay express charges. We trust that this is thoroughly understood. We have tried to make it so. It is our business to please our customers, hence this detailed statement is made to accomplish this desire and to prevent a misunderstanding. We guarantee safe arrival of goods under all conditions anywhere in the U. S.

## Our Guarantee—Read Carefully

We guarantee safe arrival of orders sent anywhere in the U. S. Should anything be injured in transit, notify us at once sending a list of stock damaged and we will replace immediately. 5c additional pays insurance on mail packages and while we guarantee safe delivery by mail whether insured or not, it is to the advantage of our customers to remit the extra 5c for insurance which places the responsibility of safe delivery with the post office. Insuring is merely an additional precaution which prevents the loss falling upon us when shipments are lost in the mail and we will appreciate the courtesy of this slight additional charge. When the shipment reaches you in good condition our responsibility ceases. All plants sent to foreign countries and Canada after leaving the postoffice or express office here are at the risk of the purchaser. We reserve the right when prepaying shipments either by mail or express, to employ the most advantageous method.

## Terms of Sale

Orders will be shipped immediately upon their receipt unless directed to the contrary. When requested we will reserve plants for shipment until desired. We must insist upon our friends complying with this request for definite shipping instructions for this reason: It is a physical impossibility to do a year's business in a period of a few weeks. Plants may be cared for, even in the coldest weather, in cold frames or similar places of protection, therefore, we will ship when your order is received unless directed to the contrary in order to relieve the congestion as well as the burden of trying to do the impossible thing, that of shipping the season's business in a few weeks. Early ordering is advisable.

## Character of Stock—How Sent

One-year-old and special size Roses, Chrysanthemums, Carnations, Geraniums, small Ferns, Cannas, all bulbs, and the like are always sent by parcel post, postage prepaid unless advised to ship to the contrary; all two-year-old Roses and Star size Roses are invariably sent by express but it is possible to send a few two-year-old plants by parcel post or one or two Star size Roses by the same method when the soil is removed from the roots but in a general way you may figure all large Roses are sent by express, hence when we refer to express shipments, we usually mean all shipments having two-year-old or Star size Rose bushes in them add 10c additional for single plants, two years old, by mail: 15c for single plants, Star size, to cover postage.

## Send Cash with Order

Our invariable terms are cash with order but we gladly open accounts but would ask ordinary references in so doing. Goods will be shipped C. O. D. if desired, if one-third cash is sent in advance. To avoid loss remit by postoffice or express money order, bank draft or registered letter. Sent in any of these ways money is at our risk. Do not send stamps, because the danger of them becoming stuck together is very great. Silver, by registered mail, is a much better way.

## Foreign Orders

To countries where we can send by parcel post, add 25% for postage and packing. Orders sent by express to foreign countries, purchasers must give the name and address of someone in New York City or San Francisco, who will receive goods, prepay charges and forward them.

## Complaints

Complaints must be made promptly within 10 days after the arrival of the shipment, otherwise they will not be entertained. We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and we will not be in any way, responsible for the crop. If the purchaser does not accept the goods on these terms, they must at once be returned. Mistakes will occur, no matter how careful we may be. A label will sometimes be attached to the wrong plant. Whenever mistakes occur we will gladly rectify them but we can give no guarantee that they will not occur, therefore, do not assume a responsibility that is largely out of our control.

## Canadian Customers

Our first size plants, grown in pots 3 1/4 inches in diameter and less, can be sent into Canada at any time. Dormant shrubs such as Hydrangeas, Snowballs, and two-year-old and Star size Roses are admitted into the Dominion from March 15th to May 15th and from October 7th to December 7th through St. John, N. B., St. Johns, Quebec, Niagara Falls, Winnipeg, Manitoba, where they will be fumigated. All Canadian shipments are at purchaser's risk.

## **AGENTS WANTED**

We would be glad to hear from those who would like to act as agents for the sale of our goods and to them we make liberal terms. Write for particulars.

# How to Grow the "Roses of New Castle"

## When to Plant

Our Roses are invariably pot-grown and can be planted at any time during the year when the ground can be dug; but the best time to plant, to use a homely comparison, is right after corn-planting time or after all danger of frost is past. Select, if possible the most sheltered and sunny location for planting, not too close to large trees.

## Unpacking Plants

When the plants are received, soak the roots in lukewarm water or thin mud for an hour or so before planting, and when they are set in the ground firm the soil well around them and protect from the direct rays of the sun for a few days with newspapers or similar material. Water thoroughly after you have planted them. Then do not water again until the ground becomes dry. If you have a dry season, moderate watering from time to time will prove beneficial, but do not keep the ground soaked all the time.

## Preparation of Soil

Ordinary good garden soil will grow Roses to perfection. Well-rotted sod soil is still better, to which can be added about one-quarter well-rotted cow manure or stable manure. If you cannot secure that, then use our Walker's Plant Food, which, as a manufactured fertilizer, cannot be improved upon. Price, 30c., 50c., 75c., postpaid, and in five-pound lots, \$1.50, by express, not prepaid.

## How to Plant

Spade the soil to a depth of about twelve inches, mixing in the manure or fertilizer, and when ready to plant set the Roses about eighteen inches apart, if you have the room, or even twelve inches apart, putting the roots well below the surface of the soil. Cover them completely with soil, pressing down firmly with the foot.

## After Culture and Care

Water the newly set plants as they seem to need it, preferably in the evening or the early morning. Insects will not bother our vigorous Roses very much, but if they do, keep the foliage clear, using a Tyrian Plant Sprinkler, which we furnish at 80c each. The following insecticides are especially recommended: Kerosene Emulsion, Tobacco Insecticide Soap, Bug Killer.

## Pruning Roses

A safe guide for pruning one's Roses is to cut them back about one-half the previous year's growth. Do this in the early spring before they have started to make a growth. As the plants bloom, and they will bloom most profusely during the growing season, get the full benefit and enjoyment of the flowers by cutting them off. The more you cut them, the more flowers you will have. Where plants fail to mature the buds which they bear, remove some of the undeveloped buds and enrich the soil around the roots of the plant with Walker's Plant-Food, air-slacked lime, well rotted cow manure or any good fertilizer, to give the plant more root-action to deliver its flowers.

## Plants Dropping Leaves

One point in particular is that, when you see the leaves of the plants turning yellow and perhaps dropping off, after you have set them out, do not take this as a sign that the plant will be hurt, for that is simply Nature's own remedy of conserving the vitality of the plant, and it will throw out new shoots far more vigorously than the old ones that have turned yellow and have dropped off. If the foliage does not drop off, pull it off. It will help the plant.

## Winter Protection

All Roses are benefitted by protection during the winter whether they need it or not. It is an inexpensive and safe precaution. Do not cover the plants until they have had many good hard frosts. They need severe frosts to ripen and mature them for their winter's sleep. Cover them thoroughly with leaves, hay, straw, light manure, street sweepings, pine or cedar boughs, corn fodder or any protecting material of a similar character, and then do not remove the covering in the spring until the weather is settled.

## Special Information

If there is anything you want to know in regard to the care and culture of plants, or any other information that we can give you, write us and we will cheerfully render such assistance as we can. Be sure that you enclose stamped, addressed envelope or an addressed post-card, when writing us for information, and you will get a quicker response. This is important.

Before laying this book aside, make up your order. This is the time to start a rose garden. These magnificent rose plants have been grown for you. This is no experiment, for, with ordinary garden soil, you will succeed. Order early, order now, time is slipping by. Have no hesitation, for we stand back of these goods and guarantee that they must be satisfactory to you, no matter where you live when they arrive. Over 200,000 satisfied buyers can and do testify to the fact that our famous "Roses of New-castle," all on their own roots, pot-grown, ready-to-plant kind, are the best rose plants grown on this continent and, their splendid quality considered, they are by far the cheapest.





## WELL PLEASED WITH THE "TRIAL COLLECTION."

"We were so well pleased with the 'Trial Collection' of Roses. Every one grew. Eleven bloomed with first season. There were at least twenty-five buds on them when the ground froze. MR. CHARLES DEEMING, Plainfield, Iowa, Nov. 30, 1916."



Lady Alice Stanley



Mad. Kruger.



Helena Cambier



Freiherr von Marschall.

# New and Rare Rose Novelties

Here are offered the latest creations in the Rose world both of Europe and America. Of necessity our supply is limited, therefore place your order immediately. These are exquisite creations, marvelous in form, color and fragrance. Lack of space and scarcity of the stock prohibits extended descriptions. Orders will be filled in rotation as received. All plants are on their own roots—not budded or grafted on wild roots. The ultima thule—the final word in the world's creations in new Roses is embraced in this list. All hardy, free blooming and of bush form; and except where noted belong to the Hybrid Tea family.

**LADY ALICE STANLEY** (Hybrid Tea)—Owing to color, formation and habit of growth, this Rose will prove a valuable addition to that great class of Roses to which it belongs. Color a deep coral-rose on outside of petals, with inside a pale flesh. Very vigorous habit, strong and sturdy grower. Buds produced on stout, stiff stems, which hold the flower well above the foliage. Bloom full, double and fragrant.

**MADemoiselle FRANCISCA KRUGER**—Tea. Not a new variety but merits distinction among the new and rare. A vigorous grower and constant bloomer for out of doors; large blooms of deep coppery-yellow tinged with pink.

**WILLOWMERE**—Hybrid Tea. Strong healthy grower, of erect branching habit. Color rich shrimp pink, shaded yellow towards the center, and toning to carmine pink towards the outer edges. Blooms full, cup shaped.

**VERNA MACKAY**—Hybrid Tea. Vigorous grower of a very free branching habit, each branch or shoot being terminated by a sweetly perfumed flower of delicate ivory sulphur buff changing to brilliant lemon as the flower expands.

**MRS. ANDREW CARNEGIE**. Of a robust growth. Free flowering and each bloom coming to a perfect shape with a high center. The color is white lemon tinted at the base of the petals and shaded to pure white. Deliciously fragrant.

**MRS. CHARLES RUSSELL**—Hybrid Tea. Color bright rose-pink, deepening toward center. Blooms very large and exquisitely fragrant.

**FREIHERR VON MARSCHALL**—Tea. Deep carmine-red; long, well-shaped buds and large, full flowers of imbricated form in wonderful profusion; free and constant bedder, beautiful foliage.

**HELENA CAMBIER**—Hybrid Tea. Of unusual beauty. Large, double beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.

**MRS. MOOREFIELD STORY**—Hybrid Tea. Strong, vigorous, upright grower with large, handsome foliage, and practically immune from disease or insects. Color shell pink deepening toward the center and tipped deep rose.

**BARBAROSSA**—Hybrid Perpetual. Has been called a red Frau Karl Druschki. Large, finely formed carmine-red flowers on a strong lusty bush.

**MISS ALICE DE ROTHSCHILD**—Tea. Rich, deep citron-yellow. Flowers are large, full and of perfect form. Growth vigorous and erect, free and constantly in bloom. Very fragrant.

**BRITISH QUEEN**—Hybrid Tea. The white flower sometimes flushed pink resembles Frau Karl Druschki and White Maman Cochet, with the Tea Rose form and refinement. Flowers freely all summer. Strong grower.

Price of all Roses on this page: Strong first-size plants, 20c each any 6 for \$1; larger size, 30c each, any 4 for \$1, postpaid; two-year-old plants, 45c each; Star size plants, 75c each, by express.

**We Pay Express Charges** on all orders of \$3.00 and over, anywhere in the United States, but only when requested to do so. See page 6, "Prepaid Shipments."



OUR ROSES ARE HARDY, HEALTHY AND RUGGED—GO AND GROW EVERYWHERE.

"My Roses arrived in first class condition, in spite of the fact that they were on the road nearly three of the hottest July days we have had this season. Set them out at once. Showed no signs of wilting."—G. W. BROOKER, Fulton, New York.

# Exquisitely Beautiful "Baby Doll" Rose



Exquisite "Baby Doll."

## Rivals the Rainbow

### Our Newest and Most Sensational Hardy Everblooming Bush Rose

See photographs reproduced in colors on front cover

Mr. Meyer Heller personally selected this rose as the most marvelous rose in exquisite color effects and for freedom of bloom, produced in Europe prior to the great war. Mr. Heller was fortunate in importing a few plants before the commencement of the European

flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tip of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately the exclamation is heard upon seeing the rose "What a wonderful rose!"

The flowers are miniature in form—and for cutting—for bouquets—for any purpose this rose will delight you from the minute you see it. We pronounce it the most extraordinary rose we have seen in a lifetime and it is a rare privilege to know that "Baby Doll"—destined to be popular all over America—found its first introduction as one of the famous "Roses of New Castle." Our stock is large but when once exhausted it will be the last of the supply for this year. Also known as "Tip-Top."

**PRICE**—Strong one-year-old pot plants, 25c each; 5 for \$1.00; \$2.50 per doz.; larger size, 35c each; 3 for \$1.00; \$3.50 per doz., postpaid; extra large, heavy, 2-year-old plants, 50c each; \$5.00 per doz.; Star size, magnificent specimen plants (limited quantity) 75c each; \$8.00 per doz., by express.

## Well Known but Rare Roses

**MALMAISON** (Bourbon)—One of the choicest Roses in this class. Rich, creamy flesh, distinctly and elegantly shaded clear peachy red, with a rose center. Perfectly double and deliciously fragrant.

**NEW CENTURY** (Rugosa)—Bright rosy pink, with red center, with petals widely bordered with creamy white. Very hardy.

**BABY TAUSENDSCHON** (New Polyantha)—Small cupped blooms of veined rose with feathered edges of soft clear pink. A lovely little novelty, each bush forming a symmetrical bouquet.

**MARSHALL P. WILDER** (Hybrid Perpetual)—Flowers large, semi-globular, full and of good substance; bright scarlet-crimson, richly shaded with maroon.

**CLIO** (Hybrid Perpetual)—Strong, vigorous grower, handsome foliage. Flowers flesh color, shaded in the center with rosy pink.

**MAD. CHARLES WOOD** (Hybrid Perpetual) — Bright fiery red; a generously large Rose, very double, full and quite fragrant. One of the few constant bloomers in this class.

**CARDINAL** (Hybrid Tea)—New red Rose. Strong grower, with large and massive flowers; deliciously fragrant, full and double to the center.

**HERMOSA** (Bourbon)—Good bedder. Hardy. Color beautiful clear rose. Blooms in fine clusters; large, very double and fragrant.



Hermosa.



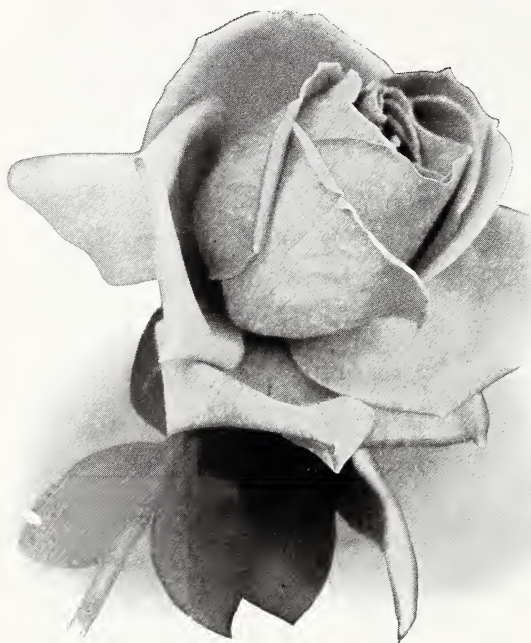
Cardinal.

Price of all Roses on this page, except where noted, strong one-year-old plants, 20c each; 6 for \$1; larger size, 30c each, 4 for \$1, postpaid; two-year-old plants, 45c each; Star size plants, 75c each, by express.



## NO PRETTIER ROSE THAN JONKHEER J. L. MOCK.

The Roses I ordered from you last Spring are now blooming and hardy looking. I do not think your description does Jeanette Heller justice, and there can be no prettier Rose than Jonkheer J. L. Mock.—C. H. GAMBLE, Wilmington, Delaware.



Jonkheer J. L. Mock.

## Lovely Ophelia

This new Hybrid Tea Rose has the brightest future, in our estimation, of any Rose introduced for the last quarter of a century. The color is one so difficult to describe that any description can only be a partial one, and gives but a faint idea of the superb beauty and richness of the shades. Salmon-flesh shaded with rose. Buds of unusual attractiveness, opening full and double. The illustration conveys but a faint idea of its beauty and formation, which is of large and perfect shape. Habit excellent, growth strong, produces flowers on long stems, standing well up above the foliage, and in great profusion all summer. Hardy in almost all localities. Grand for forcing outdoors.

**KILLARNEY BRILLIANT**—Probably no Rose ever introduced gained public favor so quickly as the original Killarney, and which today, after being on the market for over sixteen years, is still the most popular Rose grown. We sell more of it than of any other one variety. Killarney Brilliant is a sport from the original Killarney, in which we have a Rose far more intense and rich in coloring, it being almost a crimson of a rich glowing shade, and in addition to its rich color it is also larger and more double than its parent. A truly magnificent Rose which we can endorse in every way.

## Jonkheer J. L. Mock

### The Giant Pink Hybrid Tea Rose.

This sensational Holland production is in a class of its own. It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. It is the greatest bush Rose of any color for American gardens that has come out of Europe in the past fifty years. It is well named the "Giant Pink Rose."

**ECARLATE**—A prominent Rose authority says: "It is a better grower than Etoile de France, darker in color than Liberty and more fragrant than La France." It is a grand red bedding Rose and the longer you put off making its acquaintance the more you miss.

**MELODY**—Yellow Roses are always in great demand—we scarcely can provide enough of them. This new, coppery yellow variety has been the sensation of all the great Rose exhibitions, both here and abroad. The color is new and almost indescribable, being a lovely shade of deep yellow shading to apricot in the center. It is one of the most showy yellow Roses we have ever seen. It has a form perfect in contour and is very full and double. The plant is extra strong, hardy and vigorous in growth, clothed with handsome, rich, glossy foliage.

Price of all Roses on this page: Strong, first-size plants, 20 cts. each, any 6 for \$1.00; larger size, 30 cts. each, any 4 for \$1.00; 2-year-old plants, 45 cts. each, \$4.50 per dozen. Special Star size, 75 cts. each, all on own roots, by express.



The Lovely Ophelia.





## EVERY ONE GREEN, AND TWO IN BLOOM.

Received 15 plants the first of May, and today every one stands with beautiful green and bronze foliage, and two are in bloom. The plants (which had been 10 days on the way) had green leaves on them when they arrived and continued to grow when planted.—ANTON NEILSON, Richfield, Utah.



Mey. Dora Van Tets.



Queen of Spain.



Lady Hillingdon.



Mrs. Geo. Shawyer.

# Superb New Yellow Rose—Lady Hillingdon

In a test of hundreds of varieties, made at Elizabeth Garden, Hartford, Connecticut, this great new variety scored the highest number of points. The fact that we have at last a thoroughly hardy, everblooming, yellow Rose is a notable achievement. Has taken the medal over all yellow Roses, the color being one almost beyond description, apricot yellow shaded to orange on the outer edge of the petal, becoming deeper and more intense

toward the center of the bloom. The color does not fade after the bloom is cut, but invariably becomes darker. Buds are produced on long, strong, wiry stems, well above the foliage, producing a slender and graceful effect. A valuable addition to any amateur's Rose garden, as well as to the professional grower, all of whom will find in this Rose the color that they have long desired. A strong, hearty, healthful grower.

**MEVROUW DORA VAN TETS**—Hybrid Tea. A new Rose of great merit; medium size. Color deep glowing crimson, with velvety shading. A vigorous grower and constant bloomer. Awarded a gold medal by the Holland Rose Society.

**QUEEN OF SPAIN**—A wonderful Hybrid Tea Rose—one of the most beautiful we have ever seen. Flowers very large and very full; large, smooth petals, of good substance; perfectly formed flowers, with high pointed center. Color delicate flesh with deeper center. Always in bloom. Grand foliage. An exquisite Rose.

**MRS. GEO. SHAWYER** (Tea Rose.)—The color is one very hard to describe, being a shade of brilliant clear rose or bright peach-pink. It is a wonderful grower and bloomer, producing great numbers of strong shoots, each shoot tipped with a bud. These shoots form the stem, from 3 to 4 feet in length. The flowers are very large, well formed and full petals of good substance. Fine garden and forcing Rose.

**MRS. FOLEY HOBBS**—Tea Rose. Blooms of enormous size. Delicate ivory white, faintly tinged, clear pink on edge. Petals of exquisite form, perfectly finished. Buds thick and shell shaped. Very free flowering and deliciously perfumed.

Prices of all Roses on this page, first-size plants, 20c each, any 6 for \$1 larger size, 30c each, any 4 for \$1, postpaid; strong two-year-old plants, 45c each; Star size, still larger plants, 75c each, by express.

**DORA HANSEN**—Hybrid Tea. Vigorous growth and continuous bloomer. Blooms full and double, produced on good stiff stems. Foliage healthy. Color a satiny salmon-rose, center fawn, and outside petals a flushed red, tinted copper.

**MRS. FRANK BRAY**—Hybrid Tea. Flowers of a medium size, but produced in great abundance and delightfully fragrant. Color a deep yellow, changing to dainty copper chamois slightly tinted, bright pink and coppery fawn with shading of lovely shell pink. A combination of colors almost impossible to describe.

**NERISSA**—A Hybrid Tea. It is an enormously large full flower of exquisite shape. Color a creante yellow tinted white with center tinted peach blossom.

**EDITH PART**—Hybrid Tea. Color a rich red with a shading of deep salmon and copper yellow, with a deeper shading in the bud stage which is carmine and yellow. Very sweetly scented.

**MRS. CHARLES HUNTER**—Hybrid Tea. Color rosy crimson changing to pleasing rose as the blooms expand. Flowers are very full with large, handsome petals.

**We Prepay Express Charges** on all orders of \$3.00 and over, anywhere in the U. S., but only when requested to do so. See page 6, "Prepaid Shipments."





EVERY ONE GROWING AND BLOOMING.

We ordered 65 Rose plants from your nursery. Every one is growing and blooming. Accept sincere thanks for the Rose bushes, for their flowers are excellent.—L. R. EPPLER, St. Louis, Mo., September 12, 1916.



## Great New Rose—Hoosier Beauty



The Great New Rose Hoosier Beauty.

### Wm. Notting

Hybrid Tea. Also known as "Indiana." This magnificent Rose has not been given the prominence that it deserves since its introduction in 1904. The blooms are very large, full and double, and of a perfect formation. Color a bright rosy cerise with a deeper center and delightfully fragrant. A very satisfactory bedding Rose. Hardy and everblooming. A really great Rose.

MRS. CHARLES E. PEARSON. Hybrid Tea. Color orange fleshed, red apricot, fawn and yellow. It is an excellent bedding Rose.

MRS. FRED STRAKER. Hybrid Tea Rose. Orange crimson in bud, developing to silvery fawn on petals. Buds long and pointed with perfect spiral finish.

EDWARD MAWLEY—Hybrid Tea. An enormous big-petaled crimson Rose, has been awarded the gold medal of the National Rose Society. Very free blooming.

Price of all Roses on this page, except where noted, first size plants, 20c each, any 6 for \$1; larger size, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 45c each; still larger size, Star size, 75c each, by express.

### The Most Beautiful Velvety Crimson Bush Rose in the World

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Born and bred here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. It is simply exquisitely beautiful, wonderfully strong growing bush form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers! Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety, crimson, rich beyond description. Seemingly nature outdid herself in this variety—every grace—every charm—a new color and to top it all off, it has the fragrance of the old Damask Rose, exquisite and indescribable. This is a marvelous Rose and we say again, the most beautiful we have ever seen in all our lifetime. Ours is the true stock and as the variety is new, we would suggest early ordering. Price: First size plants, 25c each, 4 for \$1.00; larger size, 35c each, 3 for \$1.00, postpaid; two-year-old plants, 50c each; star size plants, 75c each, by express.

### Francis Scott Key

A magnificent Hybrid Tea Rose originated by the great rosarian, John Cook of Baltimore, Md., and named in honor of the writer of "The Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double, on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming.



Wm. Notting.

**JEANNETTE HELLER ROSE BEST IN MY COLLECTION.**  
The two orders of Roses that I purchased from you last Spring have done fine, especially the larger plants the two and three-year old. We have had Roses all summer and many are in bloom at this time. I consider the Jeannette Heller Rose as one of the best in my collection.  
**HAROLD GUNVORDAHL, South Dakota.**

# Robert Heller

Introduced and for sale only by Heller Brothers Company

## The One Best Golden Yellow Rose

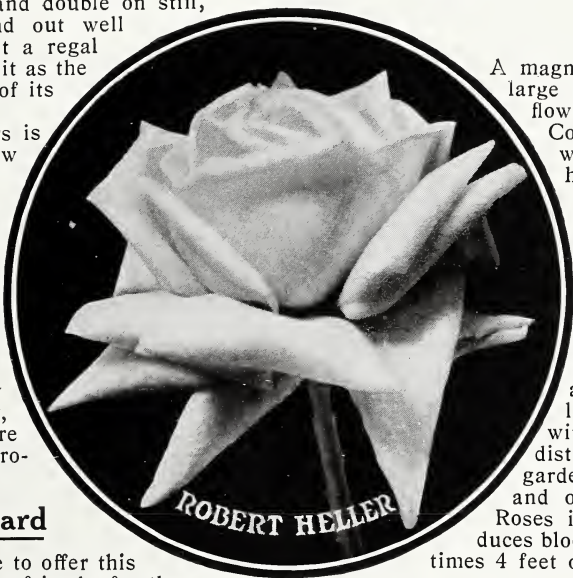
Bush Rose. Five years ago we introduced this wonderful Hybrid Tea Bush Rose. Instantly it was hailed with delight, for it represented a new color in its class, and since its introduction it has become one of the three best-selling Roses in our entire collection. Over 100,000 plants, in as many different homes, have demonstrated beyond a question of doubt that this is the greatest of all golden yellow Roses for the home planter.

It grows to perfection in almost any ordinary soil in all sections of the country, and from the time it is planted in the early growing season, it bears continuously great numbers of lovely flowers of immense size, elegant, full, deep and double on stiff, erect stems, which stand out well above the plant, giving it a regal appearance and stamping it as the most extraordinary Rose of its color yet introduced.

The color of the flowers is deep golden yellow. Now and then in the early stages of development its petals have faint streaks of pink, but as the flower develops fully, it is pure golden yellow without a blemish; in short an eighteen-karat flower of sterling merit, which has proven hardy in all parts of the country, but where the winters are extremely severe, needs protection.

## Mrs. Aaron Ward

It is a positive pleasure to offer this wonderful new Rose to our friends, for the color effect is so dazzling that it will win instant approval. It is distinctively different from any other yellow Rose in our list, being a "coppery orange in the opening bud, golden orange when partly developed, and pinkish fawn when fully open, when it looks like a full, fluffy silk rosette." The flowers are of splendid form and size; borne on long, stiff stems. The plant, even without flowers, is beautiful in shape and foliage. Strong, hardy and thrifty in growth, blooming all summer.



## Milady

A magnificent new Rose. Very large and beautifully formed flowers full and double; Color dark crimson. Always in bloom. Very hardy.

## Sunburst

A giant yellow Rose, claimed to be the equal of American Beauty and Killarney. Buds long and pointed, on long stout stems, opening full and double. Coppery yellow and golden orange with deeper shades. Very distinct. Magnificent in the garden; a gorgeous variety, and one of the finest yellow Roses in existence. Bush produces blooms on long stems, sometimes 4 feet or more in height.

## Robin Hood

This new Rose has a glorious scarlet color that is at once soft and bright and lasting; the bloom is full and of the beautiful build of the Hybrid Perpetuals or June Roses. We feel sure this will prove a delightful companion for General McArthur and Rhea Reid. An excellent garden Rose and a shade long sought for. Flowers borne on long stiff stems, opening full and double strong, sturdy grower.

First size, one-year-old pot-plants, 20c each, any 6 for \$1; special size, 30c each, any 4 for \$1, postpaid; extra heavy 2-year-old plants, 50c each; still larger plants, Star size, 75c each, by express. **ALL OUR ROSES ARE ON OWN ROOTS;** once planted they last a lifetime.

## Special Offer

One each of the five Superb varieties offered, one-year-old or first size plants, sent postpaid for \$1.00; 2-year-old plants, by express, \$2.25.

Gentlemen—

I have had a very successful year with my Roses from you. From 12 Jeannette Heller Roses I cut more than 200 Roses with stems from 14 to 40 inches. I have now 15 more buds with stems around 21 to 28 ins. L. WEINSTEIN.

Terre Haute, October 7, 1915.





#### NOTHING COULD BE NICER.

The Roses ordered from you came a few days ago in fine condition. Nothing could be nicer. They are planted and look fine. I certainly will not hesitate to recommend you to any of my friends who are in the market for Roses.—W. R. VEACH, Kansas.



## Heller's Sure-to-Bloom Hardy Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or "June Roses" and the Everblooming Tea Roses. From the "June Roses" they inherit the large, bold handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes every new variety of merit now in cultivation. All on their own roots—true to name—once planted, practically permanent.

Remember: There can be no comparison between our high-grade own-root plants and the "thumb pot" plants commonly sent out as one-year-old stock.

### Radiance

#### An American Triumph.

Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests it is radiantly beautiful.

**SENATOR MASCURAND**—Considered by many to be the finest of all yellow garden Roses; large, full, double flowers; color deep yellow; free bloomer. Hardy.

**ANTOINE RIVOIRE**—Flowers large, double and of fine form; very fragrant; color rosy flesh, with yellow ground, shaded with border of carmine. Strong and healthy.

**BETTY**—This wonderful Hybrid Tea Rose is the greatest novelty of the past decade. It is of the type of the Killarney Rose, and has a truly unique color—ruddy gold (coppery rose, overspread with golden yellow). Blooms extremely large, fairly full, of glorious form and deliciously perfumed; the petals measure 4 to 5 inches long.

**CRIMSON QUEEN**—A very strong, upright grower, flower large and full. Color a rich bright velvety-crimson. A grand garden Rose, as it is always in bloom.

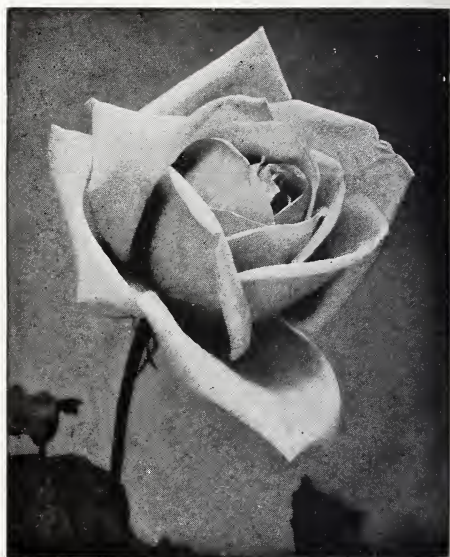
**FLORENCE PEMBERTON**—Distinctive creamy white, shaded rose; petals bordered rosy salmon; flowers large, very full and beautifully formed. Soon produces large, magnificent bush, constantly in bloom. Strong grower, and one of the best distinctive Hybrid Teas.

Prices of all Roses on this page, strong one-year-old pot plants, 15c each, any 4 for 50c; special size, 25c each, any 5 for \$1.00; extra large, two-year-old plants, 45c each, by express. **ON OWN ROOTS.**

**75c** Each, by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order **EARLY** as the Iroclad or Star size.

### Queen Beatrice

One of the epochs of Rose history was the introduction of this magnificent American Rose, and those who have never planted it should do so this spring. It is a Hybrid Tea, a cross between Mad. Abel Chatenay and Liberty, with color an intermediate shade between those of its two parents. When first opening it is much darker than the Bridesmaid, and gradually fades to the beautiful silvery pink of La France when the Rose is at its best. The form of the flower resembles that of Liberty, large, full and double. It is a strong and healthy grower and very free flowering. Delicately fragrant and a splendid keeper. It is ideal for cut-flower purposes; \$30,000 was paid for the control of the original plants.



The Great Radiance Rose





## JEANNETTE HELLER ROSES FOR A BANQUET.

I furnished Jeanette Heller Roses last Fall for table decorations for a banquet at Plattsburg Hotel, and had to furnish a witness to make the guests believe that they grew in the country instead of in a hot house. I have many inquiries about them.—MRS. J. D. BAKER, Mo.



HYBRID TEA ROSES—Continued.

### Prince of Bulgaria

This magnificent Rose has been well recommended by hundreds of our customers, and we have grown an extra-large stock in order that we might give it the wider distribution which its merits cause it to deserve. Not the least of its charms is the large, bright green foliage, and the buds are simply grand. The flowers are large and quite full; outer petals superb rosy flesh, with the index petals of a slightly lighter tint. This wonderful Rose is of great beauty and fragrance.

**WILLIAM H. TAFT**—A superb new Rose. This great new Hybrid Tea bush Rose, after exhaustive trials, has shown us qualities that make it well worthy of being named in honor of the former Chief Magistrate of the Nation. The flowers are magnificent both in form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy, and a big Rose in every sense of the word. A magnificent summer-flowering Rose.

**CHATEAU DE CLOS VOUGEOT**—The "black" Hybrid Tea Rose. The "blackest" of all Roses, with heavy, velvety petals which makes it distinctive from all other Roses. In color it shades from a deep rosy red to a crimson almost black. The bush is extra strong and vigorous in growth with a broad, branching habit and requires considerable room for development.



Prince of Bulgaria Rose.

### Mrs. A. R. Waddell

This is one of the most beautiful Roses we have ever seen. As a garden Rose it has no superior. A pure Hybrid Tea attaining the height of from two to four feet. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy scarlet, shaded with salmon; beautiful, effective and hardy. Always in bloom.

**WELLESLEY**—A most magnificent garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities; most valuable Rose for Southern gardens.

**75c** Each by express—for a limited number of extra-large beautiful specimen plants now in pots of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Ironclad or Star size.

Price of all Roses on this page, strong one-year-old pot plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1.00, postpaid. Extra heavy two-year-old plants, 45c each, by express. All our Roses are on own roots; once planted they last a lifetime.

**We Pay Express Charges** On all orders of \$3.00 or more, but only when so requested, safe arrival and satisfaction guaranteed to any point in the U. S. A.



Mrs. A. R. Waddell Rose.



#### HAD LOVELY ROSES ALMOST ALL SUMMER.

Last Spring I ordered several two-year Roses from you, and have had lovely Roses almost all summer. My Kaiserin bush has had twenty fine Roses and is budded now.—MRS. CLARENCE WILSON, Iowa.



HYBRID TEAS—  
Continued.

## Gruss An Teplitz

### The Sweetest, Richest Crimson Hybrid Tea Rose



Gruss an Teplitz.

Called by some growers Virginia R. Coxe. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

**MADAM JULES GROLEZ**—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

**MISS KATE MOULTON**—Beautiful light pink. A grand new American sort of robust growth.

**MADAM CAROLINE TESTOUT**—One of the most popular Roses in its class, and one of the best for outdoor culture. Should be in every garden. Immense, large, clear pink flowers, full and double; beautiful buds. Very hardy.

**MADAM LEON PAIN**—Silvery salmon, center orange, reverse bright red and yellow.

## Etoile de France (Star of France)

### Magnificent in Form and Coloring

Georgous, rich, velvety crimson; full, very large, double and cup-shaped Rose with fragrance that is deliciously exquisite. Plants form strong, upright bushes with splendid deep green foliage, and in the open ground it is particularly good, growing hardy and vigorous. As the weather grows cold towards fall the color becomes darker, until the flower is almost black, so deep and velvety are its crimson petals. It is pre-eminently the Rose for the masses. It is always in bloom from the earliest days of summer until November. There is no deep red Rose in our list we can recommend more highly.

**ROSEMARY**—This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.

**HECTOR MACKENZIE**—A winner at the Parisian Rose Exhibition; glorious deep pink changing to a silvery crimson; large, massive and fragrant.

**75c** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Ironclad or Star size.

Prices of all Roses on this page, strong one-year-old pot plants, 15c each, any 4 for 50c; special size, 25c each, 5 for \$1.00, postpaid; extra large, two-year-old plants, 45c each, by express. **ALL OUR ROSES ARE ON OWN ROOTS.**



Etoile de France.





NEVER LOST A SINGLE ONE.

The Roses ou sent me last Spring are doing fine. Never lost a single one.—MOLLIE VANDERMAN, Chanute, Kansas.



## Crimson Rose—Richmond

This great American Rose with its gorgeous color, brilliant, flaming scarlet crimson, has swept everything before it, both at home and abroad. We are particularly proud of it as a distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world, and is now grown in larger quantities than any other Rose, perhaps, with the exception of the American Beauty, to which it is a rival, so far as popularity is concerned. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this. Ours is the genuine stock. Every plant sent out is guaranteed to be true.

### Pink La France

A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, beautifully formed and the open flower exceedingly handsome, with fragrance that is simply delicious. In continuous bloom all summer and late into the fall until stopped by frost, perfectly hardy.

**WHITE LA FRANCE** (Augustine Guinoisseau)—Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

The collection of two-year-old Roses we received from you were very satisfactory. Every one doing well.  
MRS. A. LIT-  
TLEPROUD,  
Detroit, Mich.



Great  
Richmond  
Rose

All Roses are doing well. We have Roses in full bloom from some of these purchased and set out just recently from your firm.

Thanking you, I am,  
ANNA GROVER  
KREAGER,  
M. D., LL. B.,  
Indiana.



Bessie Brown Roses.

## Beautiful Bessie Brown

This magnificent Rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing flowers profusely in the open ground all through the summer. The color is almost pure white, though sometimes flushed with pink.

**75c** Each by express—for a limited number of extra large, beautiful specimen plants, now in pots, of all Roses on this page. Handsome specimens, easily worth \$1.00. Please order **EARLY** as the Iron-clad or Star size.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1.00, post-paid; extra heavy, two-year-old plants, 45c each, by express. **ALL ON OWN ROOTS.**

**We Pay Express Charges** On all orders of \$3.00 and over, anywhere in the U. S., but only when requested to do so. See page 6, "Prepaid Shipments."

# Famous Jeannette Heller Rose

Introduced and for sale only by Heller Brothers Company. It is the best, strongest, healthiest, hardiest and most beautiful bush rose in the world

## Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

((See the colored photographic reproduction on opposite page.))

- |                                       |   |
|---------------------------------------|---|
| <b>Always in Bloom</b>                | The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.  |
| <b>Healthiest of All Roses</b>        | Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.  |
| <b>Grows Luxuriantly Everywhere</b>   | Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.  |
| <b>Perfectly Hardy</b>                | You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.   |
| <b>Perfect Flowers</b>                | The colored photographs of Jeannette Heller on the front cover page and on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.   |
| <b>Superb in Color</b>                | The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.  |
| <b>Strongest Grower</b>               | This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.   |
| <b>Insect-Proof</b>                   | No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.   |
| <b>Needs no Petting</b>               | No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.  |
| <b>Grows where Others Fail</b>        | You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.  |
| <b>Splendid in the North</b>          | You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.   |
| <b>Superb in the West</b>             | All through the Middle West and Southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.  |
| <b>Grows like a Weed in the South</b> | Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.  |
| <b>Has captured the East</b>          | The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.  |
| <b>An American Rose</b>               | This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World. |

**PRICE**—Strong one-year-old pot plants, 25c ea., 5 for \$1, \$2.50 per doz.; larger size, 35c each, 3 for \$1, \$3.50 per doz., postpaid. Extra-large, heavy, 2-year-old plants, 50c each, \$5 per doz.; 3-year-old, magnificent specimen plants (limited quantity), 75c each, \$8.00 per doz., by express. **ON OWN ROOTS.**



*Wonderful, New, Hardy,  
Everblooming Bush Rose* **JEANNETTE HELLER**

*Absolutely  
the Best  
Bush Rose  
in the World*

**JEANNETTE  
HELLER  
AND HER  
ROSE**

Introduced  
and  
For Sale  
Only by

**HELLER BROS. CO. NEW CASTLE, INDIANA**



# The Superb, Hardy, Everblooming COCHET ROSES



Red  
Maman Cochet  
(Helen Gould)



Yellow  
Maman Cochet



White  
Maman Cochet



Crimson  
Maman Cochet  
(Etoile de France)



Pink  
Maman Cochet

Heller Bros Company  
New Castle,  
Indiana





### EXCEEDED EXPECTATIONS.

I fear I shall become a rabid Heller booster, for of the twenty-eight Rose plants I received from you in July of this year, every one has far exceeded my expectations.—GEO. W. COOPER, Monongahela, Pa., October 17, 1916.



# Superb Hardy Cochet Roses

See These Glorious Roses in Full Color on Opposite Page.

The Cochet Roses are the greatest of all hardy, ever-blooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us. Easily the greatest of all garden Roses and the best sellers.

## Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. A clear, rich pink, changing to silvery rose.

## Red Maman Cochet

(Helen Gould)

A great red Rose, and produces magnificent flowers in wonderful profusion on long, strong stems. Flowers are very full, and of splendid substance; in color a warm crimson.

## Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

## White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

## Crimson Maman Cochet

(Etoile de France)

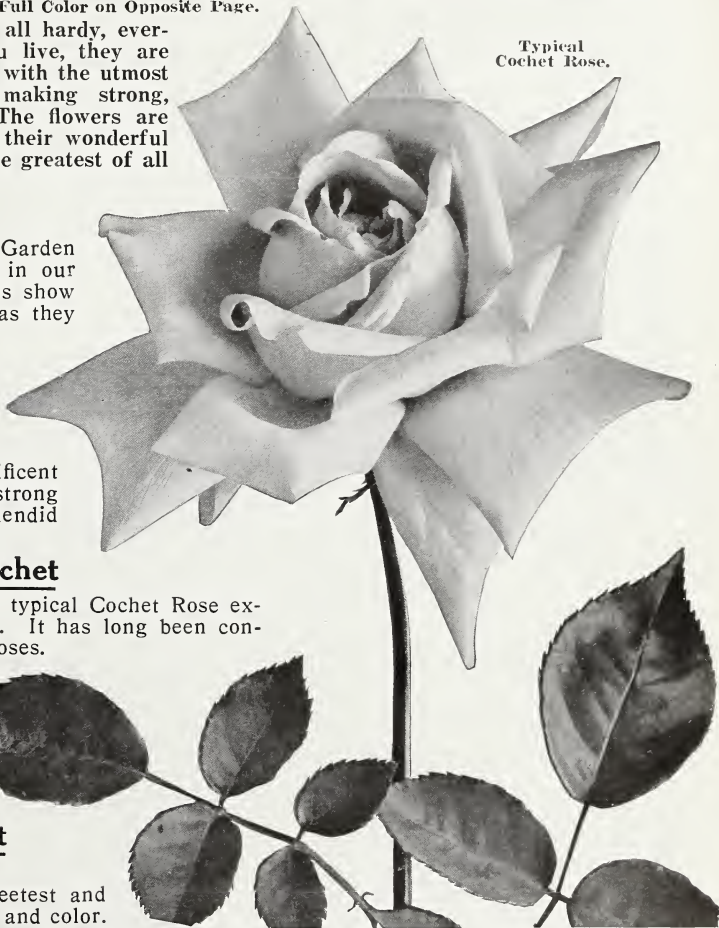
This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

First size, magnificent one-year-old plants, of any of the Cochet Roses, 15c each; any 5 for 65c; larger size, 20c each; any 5 for 90c, postpaid; extra-heavy, two-year-old plants, 40c each; still larger, splendid plants, Star or Iron-clad size, 75c each by express. Order early. The demand for these wonderful Cochet Roses is enormous.

### We Pay Express Charges

On all orders of \$3.00 and over in the United States, but only when requested to do so. See page 6, "Prepaid Shipments."

Typical  
Cochet Rose.



## A Profitable Investment

If you will stop and ask yourself what is there in which you can invest \$5.00, \$10.00 or \$25.00 that will give you a greater return than anything else you could buy, not to speak of the enhanced value of your property, and the pleasure that every member of the family will derive from them, the answer will come quick and fast—"Roses and flowering plants and vines," and now, this year—indeed today—is the time for you to make a beginning. Unlike any other form of improvement or pleasure, money invested in Roses, plants and vines, increases in value.

## Special Offer

One each of this famous Cochet Rose Set, one-year-old plants, 65c; larger size, 5 in all, 90c, postpaid; the entire collection in large, two-year-old plants, \$1.65, by express.



AM MORE THAN PLEASED.

May 10th received twenty-two (22) Rose plants of you and every one grew and over half of them are blooming already. Am more than pleased with them; so we might call it twice or thrice pleased.—J. B. ULRICH, Lancaster, Pennsylvania.



HYBRID TEA ROSES—Continued.

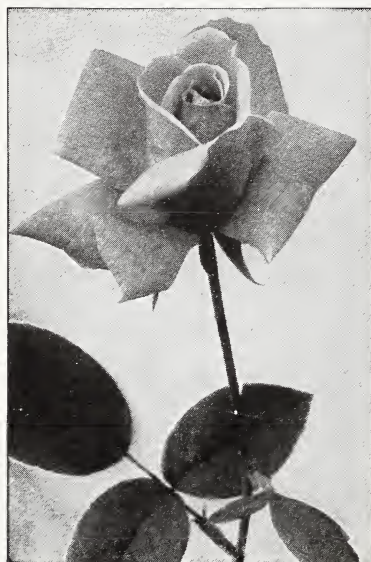
## Kaiserin Augusta Victoria

A Queenly White Rose.

This marvelous Rose has had many rivals for the place it still retains in the greatest White, Hardy, Hybrid Tea in existence. Strong, sturdy grower; flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

**MAD. MELAINE SOUPERT.** The strong, vigorous plants form symmetrical bushes, with an abundance of heavy, dark foliage, and the superb, large, globular flowers are borne on stiff, erect stems. The form is distinct and elegant, and the fragrance delicious. Color golden yellow, suffused with faint shades of pink.

**OLIVIA.** Magnificent, strong growing Hybrid Tea Rose. Beautiful buds, large, full, double flowers; strong and vigorous; color rich rose.



Mad. Second Weber Rose.

## Mad. Second Weber

A Charming Pink Rose.

A beautiful new pink or salmon-flesh Hybrid Tea Rose which we consider one of the grandest novelties of recent years; the bud is long and pointed, opening into enormous bloom, which deepens its color until fully expanded, when it is as impressive as American Beauty. The bush is a fine, strong grower, splendid for growing indoors, while for bedding and planting in the open ground it is nothing short of magnificent.

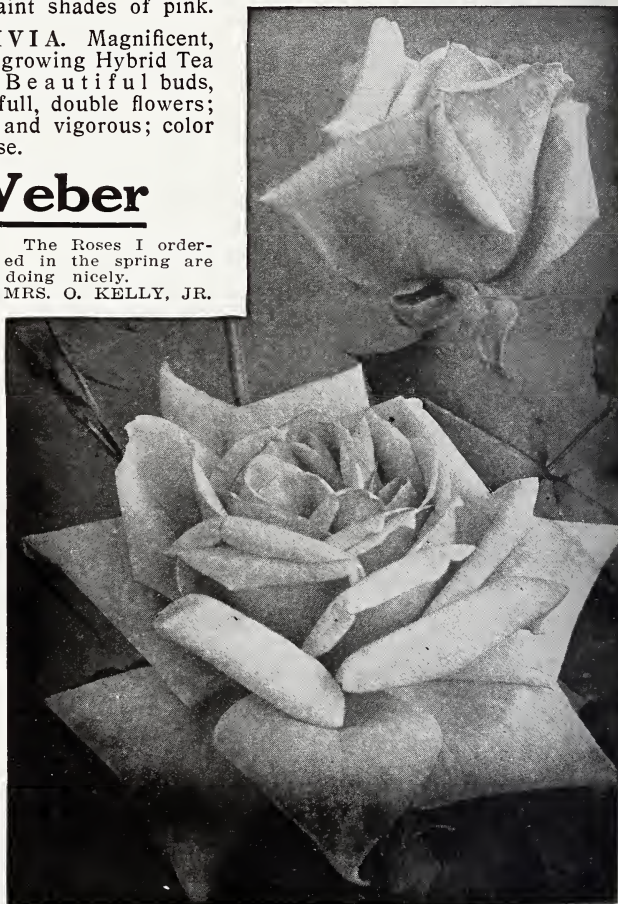
### FOR SALE—THE FAMOUS NEW CASTLE ROSE SOIL

Here in New Castle we have the most wonderful Rose Soil in the world. Here it is that Roses grow to greater perfection than anywhere else. This is attested to by the fact that New Castle is the very center of the Rose-growing industry of America. There are more Roses grown in this city than in any one place in the country—that is why New Castle is called "The Rose City." A customer in Iowa ordered 8,000 pounds of our Famous Rose Soil and as a result has Roses growing to the utmost perfection.

Price, \$1.50 per large barrel, by freight charges collect. This can be used just as it comes to you, or can be mixed with other soil with wonderful effect.

Price of all Roses on this page, first size, strong, one-year-old plants, 15c each, any 5 for 50c; larger size, 25c each, any 5 for \$1.00, post-paid; extra heavy two-year-old plants, 45c each; Star size or large specimen plants, 75c each, by express. ALL ON OWN ROOTS.

The Roses I ordered in the spring are doing nicely.  
MRS. O. KELLY, JR.



Kaiserin Augusta Victoria.





WE HAVE NEVER GOTTEN ANY MORE PLEASURE.

We wish to thank you for the pleasure derived from Roses purchased of you last summer. Only yesterday I picked one-half dozen Roses, and more could be picked this morning. We have never gotten any more pleasure out of anything than out of our beautiful Rose bed.—  
MARY CARRINGTON, Illinois.



Rena Robbins

## Rena Robbins

A magnificent new Hybrid Tea bush Rose; bears flowers as large as Paul Neyron, full, deep and double. In a class of itself. Flowers white, base of petal lemon yellow.

**MY MARYLAND.** A Rose of delightful color, distinctive shape and super-fine quality which appeals to many on account of its name. In color it is an exquisite shade of pink, the buds and flowers being most beautifully formed and borne on long stems. The bush is extra strong, hardy, and a most prodigious bloomer.

**PERLE VON GODESBURG.** A superb new yellow Rose. Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out from Germany as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary-yellow with light saffron shadings. A strong grower and free bloomer.

**IRISH FIREFLAME.** One of the greatest sensations of the year; new in color; old gold or coppery yellow, flamed with fiery crimson. Long, shapely buds on stiff stems, borne in great profusion.

Price of all Roses on this page, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1, postpaid; extra-heavy, two-year-old plants, 45c each; still larger plants, Star size, 75c each, by express. **ALL ON OWN ROOTS.**

**We Pay Express Charges** On all orders of \$3.00 and over we will pay express charges to any point in U. S. A., but only when requested to do so. See page 6, "Prepaid Shipments."

## Yellow Killarney

(Mme. Jenny Gillemot.) Worthy to be classed with Pink and White Killarney, the greatest garden Roses of today. If anything this variety is stronger growing; throws out long, stiff, sturdy canes, with massive foliage, bearing magnificent flowers, enormous in size, full, deep and double with immense petals. Hardy and vigorous and always in bloom. A tremendously good Rose.

**MRS. DAVID JARDINE.** A beautiful new, hardy, everblooming, brilliant pink bush Rose not surpassed by any Rose in this book. Flowers very double and when cut keep almost indefinitely. The growth is splendid, hardy and vigorous and the superb flowers are borne in wonderful profusion. No Rose can compare with this Rose in its exquisite fragrance.

Gentlemen,—I am getting to be a great Rose crank since I got that lot of Roses from you last July. Every one is doing fine; two Rhea Reids and one Kaiserin Augusta Victoria have some nice flowers on them now. My friends also are very much pleased with the plants you sent.  
Detroit, Michigan.

FRED H. OTTO.



Yellow Killarney.

## Gen. McArthur

Great New Scarlet Rose.

After many tests and observations we are prepared to say there is no crimson or scarlet Rose better than this variety and for outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.



Perle Von Godesburg



**FINEST PLANTS OF ANY FIRM.**

Your firm handles the finest plants of any firm I have ever traded with.—ANNA CUNZ,  
Leland, Illinois.



HYBRID TEA ROSES—Continued



**Meteor Rose.**

## Meteor—Velvety Crimson

### An Old Favorite Always in Demand

Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. Remarkably vigorous in growth, perfectly hardy and constantly in bloom.

**MADAME ABEL CHATENAY.** Rich in coloring, magnificent in form. Further trials each year serve only to strengthen our belief that this is one of the greatest Hybrid Tea Roses of its type; color rosy carmine with darker shadings; reverse of petals pale salmon. Splendid in the open ground, absolutely hardy. Beautifully formed flowers, full, deep and double. A strong grower and a free bloomer. We urge liberal plantings because of its splendid merits. Fine for cutting.

**TRIOMPHE DE PERNET PERE.** Originated by Jean Pernet, the celebrated French rosarian, who considers this the triumph of his life. Flowers large, with broad, thick petals, and long, pointed buds. Delicious tea fragrance. Color magenta-red, passing to bright crimson.

## The World Renowned "Dean Hole"

We regard this beautiful new variety as one of the best Roses in this book; and it ought to be, bearing the name of one of the most delightful writers on the Rose of our time. Very free. Flow-

ers large, measuring over six inches across, of great substance, fine form, and produced in wonderful profusion. Color silver carmine shaded with pink.

**LENA.** (A lovely Irish Hybrid Tea Bush Rose.) This beautiful newcomer has been rigidly tried out. It has no superior for open-ground culture. Long buds, perfectly formed, flowering freely and continuously, producing frequently in sprays of seven to nine large, perfect blooms, the color of which is glowing apricot tinged with primrose-yellow—an exquisitely dainty Rose. Bush strong and upright in growth; most constant and profuse in bloom.

**MAGNAFRANO.** One of the grandest Roses in this book. A strong, upright grower, constant and profuse bloomer, with extra large flowers, full, deep and double, deliciously scented. The color is bright, deep, shining rose; rich and handsome.

**NATALIE BOTTNER.** Magnificent; cross between Frau Karl Druschki and Kaiserin Augusta Victoria, and claimed to be superior to either. Color delicate cream yellow.

Price of all Roses on this page: Strong first-size plants, 15 cts. each, any 4 for 50 cts.; larger size, 25 cts. each, 5 for \$1.00; 2-year-old plants, 45 cts. each. Special Star size, 75 cts. each, all on own roots.



**Dean Hole Rose.**

**We Pay Express Charges** On all orders of \$3.00 and over we pay express charges to any point in the United States, but only when requested to do so. See page 6, "Prepaid Shipments."





# Heller's Hardy Everblooming Tea Roses

**The Oldest and Most Highly Cherished of all Roses**

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the whole world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy pretty nearly everywhere, but where the winters are extremely severe, protect them carefully.

Gentlemen,—The Rose plants ordered recently of you arrived in first class condition. Thanks for free plant sent.—F. P. PHELAN, Dallas, Tex.



Etoile de Lyon.

These beautiful Roses, because of their ease of propagation, are frequently sent out in weak, "one-eyed-cutting plants" in cheap collections, the "20 for \$1.00 kind." They are grown in small "thumb-pots," have weak root action and, of course, fail to give satisfaction. These cheap collection Roses that are sent out in all sorts of premiums in connection with newspapers and magazine subscriptions rarely, if ever, are true to name, and they bring general dissatisfaction to all who plant them, thus doing a lasting injury to the legitimate Rose-grower who does not grow, much less sell, poor, weak slips or cuttings of these beautiful Roses.

We want to make it plain that we fill no premium offers for publications of any kind, do not grow cheap collection Roses, but we do grow and guarantee that our magnificent Roses are the best grown in America, sold at a price consistent with their value, sold under the guarantee that if they are not satisfactory when they are received, money paid for them will be refunded. In other words, we have a reputation to sustain and with our immense new equipment, we are in a position to make good, not only make good, but to do a little better than we say. We carry only the choicest varieties of Roses, all on their own roots, absolutely true to name, and we especially recommend liberal planting of these beautiful hardy, everblooming Tea Roses, for we know the wonderful satisfaction they will give, and the supreme joy of growing Roses may be had in full.

## Etoile de Lyon

Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel.

Price of all Roses on this page, strong, one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1, post-paid; extra-heavy, two-year-old plants, 35c each; still larger plants, Star size, 75c each, by express. ALL ON OWN ROOTS.

**We Pay Express Charges** On all orders of \$3.00 and over we will pay express charges to any point in U. S., but only when requested to do so. See page 6, "Prepaid Shipments."



## IT IS A WONDER FOR GROWING AND BLOOMING.

The Jeanette Heller I received from you has simply been full of blossoms all summer. It is a wonder for growing and blooming.—C. C. PARIS, Chattanooga, Tenn.



The Bride Rose.

## The Bride

Standard White Rose of Excellent Form and Color.

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth; and a profuse bloomer. Its blooms are of the most suitable form and quality for cut-flowers.

**SOUVENIR DE PIERRE NOTTING.** One of the most exquisite yellow Roses of the Maman Cochet type, very large and well filled, opening beautiful clear apricot-yellow tinged with golden, mixed with orange-yellow, edges of petals shaded carmine-rose. Strong in growth, with heavy canes, and bears these magnificent Roses all summer long. It can always be depended upon for a supply of cut flowers.

**COQUETTE DE LYON.** This one of the best yellow Tea Roses for open ground culture. The flowers are extra large, deep and double; color pure canary-yellow. Unlike other yellow Roses, it is a strong, vigorous grower, a constant and steady bloomer.

**SAFRANO.** Valued very highly for its beautiful buds and handsome flowers. Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy, and

has the force necessary to produce continuous flowers until late in autumn.

## Bridesmaid

One of the Most Beautiful of all Pink Tea Roses.

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems. Altogether one of the finest Roses for garden culture and one which is a universal favorite for all occasions.

**PAPA GONTIER.** A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, glowing crimson. A strong, vigorous grower and constant bloomer. One of the very best and most valuable of all the red Roses in our list.

**MARIE GUILLOT.** The Queen of White Roses. We recommend it as one of the most reliable white Tea Roses in cultivation, especially for outdoor culture. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance. Anyone who has not seen this splendid variety growing at its best in the open ground cannot conceive of the beauty of its large, bold, handsome flowers.

**ISABELLA SPRUNT.** This golden yellow Rose has been known as a favorite for over twenty years. It is a free bloomer, producing flowers of bright canary-yellow, very sweetly scented. The buds are very desirable for cut flowers.

**HELEN GOOD.** Valuable for garden culture. The color is pale yellow, mixed with pink, each petal edged deeper. Very pure and beautiful.

**RAINBOW.** Pink, striped and splashed with bright carmine; good shaped buds with fine petals.

Price of all Roses on this page, strong one-year-old plants, 15 cts. each, any 4 for 50 cts.; larger size, 20 cts. each, any 6 for \$1.00, postpaid; extra-heavy 2-year-old plants, 35 cts. each; still larger Star size plants, 75c each, by express. ALL ON OWN ROOTS.



The Bridesmaid Rose.





## Madam Hoste

No Rose in our establishment commands more admiration than this marvelous variety. The flowers are almost as large as the American Beauty—really immense in size—quite the largest Tea Rose we know of; they are exquisitely formed with a perfect mass of immense petals and when partly opened makes a flower of wonderful majesty. The color a beautiful canary yellow; very hardy; free blooming; strong and healthy in growth. No new Rose as yet outshines this great variety.

## Marie Van Houtte

One of the Finest White Roses.

A most beautiful Tea Rose, a strong, sturdy grower, blooming constantly, with great freedom. The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose. Well known and always popular.



Madam Hoste.

## Helen Gould

A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems. One of the greatest of all garden roses. Plants as large as American Beauty and equally as beautiful. See color plate on page 20. Price: one-year-old plants, 15c each, 4 for 50c; larger size, 20c each, 6 for \$1.00, postpaid; two-year-old, 40c each; Star size, 75c each, by express.

## Mrs. A. Byass

A truly wonderful Rose, almost impossible to describe. The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on large stems. Strong growing, free blooming. Superb garden Rose.

Price of all Roses on this page, strong, one-year-old plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 35c each; still larger plants, in Star or Iron-clad size, 75c each, by express. ALL ON OWN ROOTS.



Marie Van Houtte Rose.



Mrs. A. Byass.

### WE AIM TO PLEASE OUR CUSTOMERS.

A lifetime spent in this business serves only to impress us with the fact that a permanent business can only be built by taking the best of care of our trade. This we aim to do, and this thought is impressed forcibly upon those who work with us. Despite our best care mistakes will occur—a label will sometimes be attached to the wrong variety. We have no means of preventing such mistakes, but we are always glad to rectify them when they occur. In the great rush which comes to us in the spring of the year, when we work night and day, it is impossible for us to keep abreast of our orders, but rest assured your goods will reach you in ample time for planting. This you can depend upon.

# Great "Trial Collection"—15

## More than Fifty-five Thousand of these Great Trial Collections Sold to Date

Here is the greatest collection of Roses for the money ever offered by anyone in the whole wide world. We stake our reputation on this collection. We have made it the basis for a world-wide reputation, and up to date over 55,000 collections have been sold to satisfied customers in every civilized country on earth. Here is what a customer writes us from far off Brazil, and in this unsolicited testimonial is a mixture of both pleasure and tragedy. These Roses were on the road for six weeks.

**THIS LETTER REACHED US SIX WEEKS AFTER IT WAS WRITTEN.**

Lavras, Minas, Brazil, February 15, 1915.

Messrs. Heller Bros., New Castle, Indiana.

You will remember sending some Rose plants to the S. S. Vandyck, Brooklyn, N. Y., last September, for Mrs. J. Hall Moore. I have not acknowledged them sooner because I wanted to tell you more than just that they had been received. They were cared for and watered during all the long voyage, and on arrival in Lavras, four of the six were in good order, but two were dried up. One of these was the "Robert Heller," and I regretted losing it, as from the description I was specially desirous to have it. Those planted are doing well, and three have bloomed and are all choice Roses. The "Jeannette Heller" has not yet bloomed, but the plant looks well.

Please accept my thanks for your kindness, which is much appreciated. On her return voyage our ship was captured and sunk.

Very truly yours,

MRS. J. HALL MOORE.



Heller's Roses grow  
Mrs. W. L. McCarty  
"Your Roses are the  
can be grown in In

The writer last year purchased from you one of your \$1.00 collections of plants and has never seen any Roses come on as they have. Eight of them bloomed last year.

F. R. CRANDALL, Quitman, Mississippi.

I received your Trial Collection last Spring. Ever Rose grew and did exceedingly well. Jeannette Heller made a wonderful growth. —MISS MURTA MITTS, Raymond, Illinois.



Heller Roses Blooming in the home yard of  
Mr. Richard A. Smith, Denver, Colorado.

## 15 Strong, Vigor Hardy, Everbl

We carry the greatest stock of Rose plants ON of wonderful merit practically unknown. We want offer—15 FOR \$1.00 POSTPAID. The now famous a Trial Collection. Many other famous Roses ha which embrace the most beautiful Roses in our big ing varieties among all classes. They will bloom collection a strong plant of our famous Jeannette pink and white; Climbing American Beauty, a ste Beauty, and one of the greatest new Roses of moder fragrance. These three alone are almost worth the

### Order This Collection NOW

If you order this Collection, we promise to make y a Rose enthusiast, and a friend for all time of t "Roses of New Castle." White, pink, red, yellow a all the intermediate tints and shades—beautiful clin ing Roses—rare Roses of every kind are included big, strong, lusty plants, each one a specimen, su to grow and just as sure to bloom this and each su ceeding year—15 OF THEM, each one carefully beled, sent postpaid to any address for \$1. Safe arriv and satisfaction guaranteed.

I purchased one of your Trial Orders a few years ago, a I must say they turned out all right.—GUSTAN BRUCH, State St., Michigan City, Indiana.

**This is the Greatest Offer Ever Made by a**



# Rose Bushes for \$1—6<sup>3</sup>/<sub>4</sub>c Each

## Including the Famous Jeannette Heller, Climbing American Beauty and Jonkheer J. L. Mock

The idea of this famous Trial Collection originated with us, and as imitation is the sincerest flattery, there are others offering so-called "trial collections," but not like this famous collection of ours. The reason that it has been such a great success is that we grow the best plants in America. We have no poor stock. We carry the finest list of Roses in the world, and if we wanted to select a collection of poor Roses we could not do it because we are carrying only the cream of the world's introductions and have discarded all inferior varieties, hence in this collection you get the rarest and finest Roses.

### Plant Them Anywhere

These Roses will grow to perfection anywhere and produce in gorgeous abundance THIS YEAR their exquisitely beautiful blooms, whose fragrance will, like incense, prove a benediction of gladness and contentment to you, your family and your friends. These beautiful children of nature, so inexpensive, so alluring, so pure and undefiled, with their wondrous beauty will enrich and sanctify the homes of rich and poor alike. They will grow anywhere, in ordinary garden soil. Plant them early or late, whichever suits your purpose best, and remember that every plant is a perfect specimen, now growing in large pot or crock, and has been especially prepared for amateur planting.

in the home yard of Shelbyville, Ind. She says: "I have never seen such well as California."

## These Rose Plants Climbing Varieties \$1

ROOTS on this continent. There are many varieties we know them as we do, hence this wonderful liberal AMERICAN BEAUTY ROSE was first introduced through the into their own through these Trial Collections, and include the hardiest, finest everbloomers this year—everywhere. We will include in the Trial Collection the greatest all-around garden Rose now known, the climbing type of the famous American Beauty; Jonkheer J. L. Mock—enormous in size, exquisite of the entire collection.

The \$1.00 collection of Roses which I planted last May has thrived wonderfully. I am gathering a beautiful Rose or two every day or so, and such beauties.—MRS. R. B. YANT, Louisville, Nebraska.

3 "Trial Collections," 90 Plants in All, \$5.00

Shipping Charges Prepaid

Get up a club order among your friends and get your own "Trial Collection" FREE. We will send 3 collections for \$5.00 provided you send the names and complete addresses of those comprising the club order.

Two years ago you shipped a Mr. Summers here your Great Trial Collection of Sixteen Roses for \$1.00. We have severe winters and he has never given his Roses any winter protection of any kind. Wish you could see the splendid flowers he has every year.—CHAS. W. BOUGHN, Walthill, Nebraska.

Responsible Firm—15 Roses for \$1, Postpaid



Climbing Roses from "Trial Collection"—Always in bloom.





# Great "Trial Collection"—15 Rose Bushes for \$1—6<sup>3</sup>/<sub>4</sub>c Each

## More than Fifty-five Thousand of these Great Trial Collections Sold to Date

Here is the greatest collection of Roses for the money ever offered by anyone in the whole wide world. We stake our reputation on this collection. We have made it the basis for a world-wide reputation, and up to date over 55,000 collections have been sold to satisfied customers in every civilized country on earth. Here is what a customer writes us from far off Brazil, and in this unsolicited testimonial is a mixture of both pleasure and tragedy. These Roses were on the road for six weeks.

**THIS LETTER REACHED US SIX WEEKS AFTER IT WAS WRITTEN.**

Lavras, Minas, Brazil, February 15, 1915.

Messrs. Heller Bros., New Castle, Indiana.

You will remember sending some Rose plants to the S. S. Vandyck, Brooklyn, N. Y., last September, for Mrs. J. Hall Moore. I have not acknowledged them sooner because I wanted to tell you more than just that they had been received. They were cared for and watered during all the long voyage, and on arrival in Lavras, four of the six were in good order, but two were dried up. One of these was the "Robert Heller," and I regretted losing it, as from the description I was specially desirous to have it. Those planted are doing well, and three have bloomed and are all choice Roses. The "Jeannette Heller" has not yet bloomed, but the plant looks well.

Please accept my thanks for your kindness, which is much appreciated. On her return voyage our ship was captured and sunk.

Very truly yours,

MRS. J. HALL MOORE.



Heller's Roses growing in the home yard of Mrs. W. L. McCarty, Shelbyville, Ind. She says: "Your Roses are the pride of Shelbyville. Roses can be grown in Indiana as well as California."

## Including the Famous Jeannette Heller, Climbing American Beauty and Jonkheer J. L. Mock

The idea of this famous Trial Collection originated with us, and as imitation is the sincerest flattery, there are others offering so-called "trial collections," but not like this famous collection of ours. The reason that it has been such a great success is that we grow the best plants in America. We have no poor stock. We carry the finest list of Roses in the world, and if we wanted to select a collection of poor Roses we could not do it because we are carrying only the cream of the world's introductions and have discarded all inferior varieties, hence in this collection you get the rarest and finest Roses.

### Plant Them Anywhere

These Roses will grow to perfection anywhere and produce in gorgeous abundance **THIS YEAR** their exquisitely beautiful blooms, whose fragrance will, like incense, prove a benediction of gladness and contentment to you, your family and your friends. These beautiful children of nature, so inexpensive, so alluring, so pure and undefiled, with their wondrous beauty will enrich and sanctify the homes of rich and poor alike. They will grow anywhere, in ordinary garden soil. Plant them early or late, whichever suits your purpose best, and remember that every plant is a perfect specimen, now growing in large pot or crock, and has been especially prepared for amateur planting.

The writer last year purchased from you one of your \$1.00 collections of plants and has never seen any Roses come on as they have. Eight of them bloomed last year.

F. R. CRANDALL, Quitman, Mississippi. I received your Trial Collection last Spring. Ever Rose grew and did exceedingly well. Jeannette Heller made a wonderful growth. —MISS MURTA MITTS, Raymond, Illinois.



Heller Roses blooming in the home yard of Mr. Richard A. Smith, Denver, Colorado.

## 15 Strong, Vigorous Rose Plants \$1 Hardy, Everblooming Varieties

We carry the greatest stock of Rose plants ON OWN ROOTS on this continent. There are many varieties of wonderful merit practically unknown. We want you to know them as we do, hence this wonderful liberal offer—15 FOR \$1.00 POSTPAID. The now famous AMERICAN BEAUTY ROSE was first introduced through a Trial Collection. Many other famous Roses have come into their own through these Trial Collections, which embrace the most beautiful Roses in our big establishment and include the hardiest, finest everblooming varieties among all classes. They will bloom freely this year—everywhere. We will include in the Trial collection a strong plant of our famous Jeannette Heller, the greatest all-around garden Rose now known, pink and white; Climbing American Beauty, a sterling novelty—the climbing type of the famous American Beauty, and one of the greatest new Roses of modern times; Jonkheer J. L. Mock—enormous in size, exquisite fragrance. These three alone are almost worth the price of the entire collection.

### Order This Collection NOW

If you order this Collection, we promise to make you a Rose enthusiast, and a friend for all time of the "Roses of New Castle." White, pink, red, yellow and all the intermediate tints and shades—beautiful climbing Roses—rare Roses of every kind are included—big, strong, lusty plants, each one a specimen, sure to grow and just as sure to bloom this and each succeeding year—15 OF THEM, each one carefully labeled, sent postpaid to any address for \$1. Safe arrival and satisfaction guaranteed.

I purchased one of your Trial Orders a few years ago, and I must say they turned out all right.—GUSTAN BRUCH, 224 State St., Michigan City, Indiana.

### 6 "Trial Collections," 90 Plants in All, \$5.00

#### Shipping Charges Prepaid

Get up a club order among your friends and get your own "Trial Collection" FREE. We will send 6 collections for \$5.00 provided you send the names and complete addresses of those comprising the club order.

Two years ago you shipped a Mr. Summers here your Great Trial Collection of Sixteen Roses for \$1.00. We have severe winters and he has never given his Roses any winter protection of any kind. Wish you could see the splendid flowers he has every year.—CHAS. W. BOUGHN, Walthill, Nebraska.

The \$1.00 collection of Roses which I planted last May has thrived wonderfully. I am gathering a beautiful Rose or two every day or so, and such beauties.—MRS. R. B. YANT, Louisville, Nebraska.



Climbing Roses from "Trial Collection"—Always in bloom.

**This is the Greatest Offer Ever Made by a Responsible Firm—15 Roses for \$1, Postpaid**





ARRIVED SAFELY AND IN SPLENDID CONDITION.

Many thanks for the plants, which arrived safely and in splendid condition. They were fine, and I am enclosing P. O. Order for enclosed amount and thank you for the prompt delivery.—  
R. G. ROACH, Agassiz, B. C., Canada.



Ivory Rose.

## Ivory

A queen among white Roses. Golden Gate, known as the "White House Rose," has long been one of our best Roses, not only for outdoor cultivation but for cutting under glass. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

**ROBERT E. LEE.** Finely formed, buds long and shapely; color orange yellow, opening canary yellow; very free blooming. Delightful Rose.

**MOLLY SHARMAN CRAWFORD.** Delicate white; large, full flowers. Hardy and free blooming.

## Golden Gate

This magnificent Rose has been freely used in the decorations at the White House; hence it is often called "The White House Rose." Color rich, creamy white, shaded with golden yellow and clear rose, of indescribable beauty. It is immense in size, finely formed, with long and beautiful buds.

## Mrs. B. R. Cant

### A Great New Rose

This beautiful new Rose, of English origin, we especially recommend for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. One of the kind that we cannot have too many of. It is not excelled in growth by any Rose we know unless it be **Jeannette Heller**, the strongest growing of all Roses. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double; delightfully fragrant. Buds large, pointed and beautiful.

**MRS. HERBERT STEVENS.** A new hardy Tea Rose of extraordinary merit, being awarded a gold medal by the British National Rose Society. We consider it one of the most valuable additions to this class of Roses yet produced. The bloom is as long, and even more pointed than the **Maman Cochet**, being faultless in shape and form. Color white, with a distinct fawn and peach shading toward the center. Perfectly hardy in all localities, and the extraordinary blooming quality of this Rose, being practically always in bloom, will soon commend it to the Rose-loving public.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c each, any 4 for 50c; larger size, 20c each, any 6 for \$1, postpaid; extra heavy, two-year-old plants, 35c each, by express. **ALL ON OWN ROOTS.**

**75c** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order **EARLY** as the Iron-clad or Star size.

**We Pay Express Charges** On all orders of \$3.00 and over we will pay express charges to any point in U. S., but only when requested to do so. See page 6, "Prepaid Shipment."

Gentlemen:—

My neighbor sent for some of your Roses last Spring and they are simply beautiful now. I want a nice selection next Spring or whenever the best time to put them out.—

**MRS. DEAN M. BOTTORFF, Columbus, Ind.**



Mrs. B. R. Cant Rose.





THEY PROVE SATISFACTORY EVERYWHERE.



I received my order in splendid condition and all the bushes are growing fine. I thank you most heartily for your promptness. —MRS. S. DINSMORE, Thonnbury, Ont., Canada.

HARDY EVERBLOOMING TEA  
ROSES—Continued.

## **Perle des Jardins**

### **A Grand Old Favorite**

This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong, dwarf grower.

## **Mad. Francisca Kruger**

### **A Really Remarkable Yellow Rose**

We class this as one of the best among the yellow shades. A strong vigorous grower, blooming constantly and much harder than the average Tea Rose. Stands heat and cold better than any of its color. Flowers beautifully formed, large full and double and of a coppery yellow color, superbly tinted. This Rose is a great favorite with us because of its splendid merits as a garden Rose.

**DUCHESS DE BRABANT.** A most beautiful Rose of a fine shade of soft, rosy pink, which deepens to bright rose. The bush is extra hardy and vigorous in growth, blooming constantly.

## **Bon Silene, A Grand Old Rose**

No new variety has superseded this Rose since its introduction in 1839. The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late in autumn.

## **Sunrise, Beautiful and Well Named**

Everyone upon seeing this charming new variety in bloom for the first time invariably is carried away with the dazzling color effect—a color absolutely new, the buds showing the brilliant colors seen in no other Rose—scarlet and yellow to orange and copper; veritably a gorgeous combination of colors rivaling the sunrise of a summer day. Free blooming with beautiful large, double flowers. The foliage is also new and distinct, heavy and leathery, free from insects, and has all the colors of autumn—old gold, red and crimson. As yet scarce. Order early.

**We Pay Express Charges** on all orders amounting to \$3 and more when shipments." requested to do so. See page 6, "Prepaid

**75c** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses on this page. Handsome plants, easily worth \$1.00. Please order EARLY as the Iron-clad or Star size.

Price of all Roses on this page, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 20c each, postpaid; strong two-year-old plants, 35c each, by express.



Perle des Jardins.

"Your wonderful box of Roses reached its destination in best of condition. I thank you for the manner in which the plants were packed and unusual quality of stock. After this year, I shall not feel that spring has come until I have added more Heller Roses to my garden."—MRS. THOS. S. DENNIS, Kansas City, Mo.



PLANTED IN SUMMER—BLOOMED BEFORE FALL!

"Bought several dozen Rose bushes of you last summer, and nearly all of them bloomer before fall. In the collection was American Beauty from which I picked 12 grand Roses.—HENRY F. MADER, La Crosse, Wisconsin.



## Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

### Yellow Baby Rambler

**GEO. ELGAR.** See description of this Rose on page 9. Owing to its resemblance to the Baby Rambler Roses we offer it as a companion to the others, as the color will make a grand combination. The dainty buds of this Rose are a bright golden yellow, and produced in great profusion. As hardy as the others and exactly alike in habit and size. Price, first-size plants, 25c each, 5 for \$1, postpaid; two-year-old plants, 50c each, \$5 per dozen, by express; Star size plants, 75c each.

### Crimson Baby Rambler

Has long been the most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding. Free from insects and absolutely hardy everywhere.

### White Baby Rambler

(Catherine Zeimet). This novel Rose has the characteristics of the other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

### Phyllis

Considered by many to be the finest of the pink Baby Ramblers. The color is the shade of the Lawson Carnation—beautiful carmine-pink. Grows to a height of two feet; very hardy; always in bloom; flowers are produced in continuous succession in large clusters.

### Orleans Rose

A new Baby Rambler and the sensation of all Europe. The best and prettiest of all the Baby Ramblers. This charming variety looks like a huge bouquet and is always blooming; flowers deep pink with showy center of pure white. Strong growing and a very extraordinary Rose. This will become one of the greatest Roses as soon as it is better known.



Bed of Baby Rambler Roses and Jeannette

**We Pay Express Charges** on all orders amounting to \$3 and more when requested to do so. See page 6, "Prepaid Shipments."

Price of Baby Rambler Roses, first-size plants, 15c each, any 4 for 50c; larger size, 25c each, any 5 for \$1, postpaid; two-year-old plants, extra strong, 40c each, \$4 dozen; still larger plants, Star size, 75c each, by express.

## Miscellaneous Roses

### Hardy Rugosa Roses

**SIR THOMAS LIPTON.** A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. It is in constant bloom and is particularly fine for hedges. One-year-old plants, 20c each, 6 for \$1, postpaid; 2-year-old plants, 45c each; larger Star size, 75c each, by express.

### Lovely "Sweetheart" Rose

(Mlle. Cecile Brunner.)

This is one of the most dainty and charming of all the exquisite Polyantha Roses and while introduced many years ago its exquisite beauty has in the last year come into its own and today there is no more popular Rose than this variety, known as "Sweetheart."

The flowers are borne in immense clusters, which cover the whole plant with a sheet of bloom. The flowers in size are tiny but perfect miniatures, so perfect and so dainty that there is no other Rose like it outside of the great Yellow Baby Rambler. Of dwarf habit of growth it is literally a sheet of bloom from early until late. A magnificent bedding Rose and the sweetest Rose we know for cutting purposes. The color is rosy pink on rich creamy white ground.

Price, first-size plants, 15c each, 4 for 50c; 9 for \$1.00; larger size, 25c each, 5 for \$1.00, postpaid; two-year-old plants, 45c each; still larger, Star size plants, 75c each, by express.

### Beautiful Moss Roses

These are among the oldest and most admired of all Roses. Once planted they last from generation to generation. No garden is complete without them.

**ELIZABETH ROWE.** An old favorite, with large, deep pink buds. Well mossed. A magnificent variety.

**HENRI MARTIN.** Deep rosy carmine, shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

**MOUSSELINE.** An old favorite Moss Rose that has not been surpassed by any of the newer varieties. The flowers are pure, glistening white, very large for this kind of a Rose and the buds are heavily and most beautifully "mossed."

Prices of Moss Roses, strong, one-year-old plants, 20c each, 3 for 50c, larger size, 30c each, postpaid; large, two-year-old plants, 45c each; Star size, 75c each, by express.

### English Sweet Brier

An exceedingly sweet Rose of poetic memories with bright pink, single flowers and very fragrant foliage, sometimes perfuming the whole neighborhood.

Price, first-size plants, 25c each, 5 for \$1, postpaid; two-year-old plants, 50c each; Star size plants, 75c each, by express.

**HARRISON'S YELLOW.** The old standard yellow Rose, of "grandmother's garden." It is one of the finest, beautiful, deep yellow, hardy Roses grown.

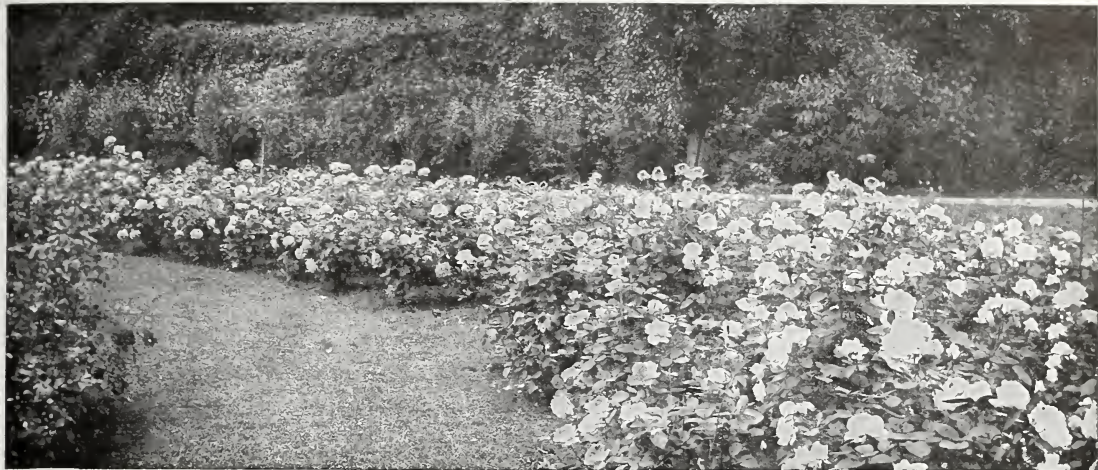
Low-budded, 3-year-old plants, \$1 each, by express.





### HAVE BLOOMED FINE ALL SUMMER.

The Roses we received from you in the Spring are fine and have bloomed fine all summer. The Red Maman Cochet is very pretty.—PAUL DAUT, Indiana.



## The Best of All Bedding Roses

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two to three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick and lasting show; hardy everywhere with ordinary protection.

### Clotilde Soupert

There is no better Rose in cultivation than this magnificent variety. No matter the size of the plant, it will produce hundreds of exquisitely formed, daintily colored flowers, the first season and ever after. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink in center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose, in fact this variety is the finest general all around Rose in the world. Perfectly hardy.

### Queen's Scarlet

This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The bush grows to a medium height with all the vigor of a wild Rose and the flowers are produced in masses and the plant in all seasons whether hot or dry presents a sheet of bloom; the color is unlike anything else in the Rose family, is a deep velvety-scarlet, wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

### Madam Eugene Marlitt

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large full double crimson flowers of extraordinary beauty and exquisite fragrance. Blooms all the time. One of the great modern Roses. For any purpose, anywhere, has no superior.

### Champion of the World

The name describes it, for of its color it is surely a champion. It flowers continuously the whole season through. Bears in greatest profusion flowers of fine size, full, deep and double; color lovely clear deep pink. If you want a sturdy, substantial, free blooming Rose—one that requires no petting or coaxing, you will plant Champion of the World, which originated here in America and one plant of it is worth a carload of many of the "near Champions" sent out from Europe, nearly all of which in the end are dismal failures.

**PINK SOUPERT.** A delightful polyantha, identical with the Clotilde Soupert, except in color of flowers, which is clear, lively pink.

Price of all Roses on this page, strong, first-size plants, on own roots, 15c each, 4 for 50c, 9 for \$1, \$8 per 100, postpaid; larger size, 20c, 6 for \$1.00, \$12.00 per 100, postpaid; two-year-old plants, 35c each; special star size, 75c each, by express; 50 plants sold at hundred rate.



#### CANNOT FIND WORDS STRONG ENOUGH.

We cannot find words strong enough to express our appreciation of the beautiful Roses that we got of you last spring. So far five of them have bloomed and others are budded. All are alive and doing well.—STRAUCK & BICKFORD, Montana.



# Heller's Hardy Hybrid Perpetual Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These Roses are perfectly hardy in all sections of the country and are particularly suited for open-ground planting, where they soon grow into large, vigorous bushes, and for that reason growers find our larger-size plants much cheaper in the end as they can be used with good satisfaction in creating quick effects in planting. We offer only the choicest and most desirable types, the best of the entire class—all on their own roots—pot grown. The smallest sizes are grown in large pots and are not "slips."

I am well pleased with the Roses I received from you last May. Nearly all of them have bloomed and are in a thrifty condition.

R. E. ROMBERGER,  
Norristown, Penn.



General  
"Jack."  
The favorite of  
the old Gardens.

## General Jacqueminot

This is the old standard garden June Rose, by which all other red Roses are judged. We doubt if any other Rose in our list is better known than this old favorite—in fact, so universally popular is it that in the minds of many Rose-lovers, all red Roses are "General Jacks." There is no Rose better suited to outdoor culture, as the bush grows into a very large, sturdy specimen which bears its gorgeous red flowers in the greatest profusion. In color the flowers are a glorious, shining crimson with very dark shadows, forming one of the handsomest of all Roses.

**ANNA DE DIESBACH (Glory of Paris).** Brilliant rose-color. The large and perfectly formed blooms have long, pointed petals and are delicately scented. Hardy and vigorous.

**FRANCOIS LEVET.** Distinguished for its large, beautifully formed flowers, cherry-pink, delicately shaded carmine and blush. Highly fragrant and free blooming.

**BLACK PRINCE.** Much sought after because of its dark crimson flowers, which are shaded so deeply as to be almost black; cupped large, full, fine-shaped.

**DINSMORE.** Popular for garden planting on account of its hardiness and vigor of growth; constant and profuse bloom, which begins soon after planting and continues all through the season. Flowers are large and perfectly double; color rich crimson-scarlet.

## Gloire Lyonnaise

The Brilliant White Hybrid Rose.

Great Roses are made all the greater by the publicity given them. Frequently, a variety of more than ordinary worth is allowed to "waste its sweetness on the desert air" because the public is unacquainted with its merits. This is especially true of this great variety. It makes a strong, upright bush, with beautiful deep green foliage; is practically thornless. While a Hybrid Perpetual, it blooms almost as freely as a Hybrid Tea, bearing in the greatest profusion large, pointed buds and massive flowers, on long, stiff, heavy shoots; the

open flower is enormous, full deep, and double. Color, rich creamy white, passing, when open, to a pale shade of salmon-yellow, deepest at the center. It is absolutely hardy everywhere, and we ask that you plant it freely. It will be a constant source of delight.

Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old plants, 45c each; still larger plants, Iron-clad or Star size, 75c each, by express.





## GRAND SELECTION.

I acknowledge receipt of Rose bushes, and thank you for the grand selection sent me. They reached their destination in the very best of condition.—R. MCGINERTY, Oak Lane, Penna.



# Paul Neyron—Largest of all Roses

This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink, and even with its large size, it never looks gross. The flowers are distinctively handsome in form, having as a rule a double center. The bush is a strong, vigorous grower, clothed with handsome green foliage.

## Magna Charta

This grand old favorite has not been superseded by any variety in its class of this color. Bright, deep pink. One of the hardiest and finest of all garden Roses; large and attractive. Hardy and healthy.

## Mad. Alfred Carriere

Color rich creamy white, tinged with pale yellow; extra large and full; very double and sweet. Absolutely hardy everywhere and especially valuable for cemetery planting and like purposes. A great Rose; once planted, will last a life time.

## Mad. Masson

It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming. A great Rose.

## Louis Van Houtte

Brilliant vinous crimson; large, full and fragrant; an excellent sort and one that we recommend most highly. One of the most beautiful Roses we have ever seen.

## Ulrich Brunner

Rich, glowing, crimson-scarlet. One of the best in the class. Very effective planted in masses. Hardy and vigorous, beautiful, bold, globular flowers, very free-blooming and highly fragrant.

## Vick's Caprice

Large, cup-shaped, full, deep, double flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.

## Prince Camille de Rohan

Deep, velvety crimson, shaded maroon and black. At a distance the beautiful, fragrant, large, deep, double flowers appear black. A wonderful Rose.

### Not Wilted After Hundreds of Miles Traveling.

I have just received my Roses. They are in fine condition. Not wilted the least bit. Many thanks for the extra Rose.—MRS. J. W. ARMSTRONG, Pine-ridge, California.

HYBRID  
PERPETUAL  
ROSES—  
(Continued)



Paul Neyron  
Rose

### SATISFIED CUSTOMERS OUR BEST ADVERTISEMENT.

I wish to express my gratitude for the great enjoyment my glorious Roses have given me. Every bush has bloomed and bloomed again, and now, in October, are laden with great beautiful blossoms and buds.—MRS. W. B. TWISS, New Brunswick, New Jersey.

I have a lovely Rose garden, all of the plants having been ordered from you at different times.—LOR-ENA W. BRUNCE, Hollywood, California.

The Roses came through in good condition. Many thanks for your careful packing and selection. They look like such strong plants. Think you must have sent two-year-old plants where we bought one-year-plants.—MRS. C. M. DRYER, St. Joseph, Michigan.

Roses received in fine condition and am very much pleased. Those I received from you last Spring in a Trial order have developed into grand plants.—FRANK V. BROWN, Washington, D. C.

Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c each, 4 for 50c; larger size, 25c each, postpaid; strong, two-year-old plants, 35c each; still larger plants, Iron-clad or Star size, 75c each, by express.

TWICE AS LARGE AS PLANTS FROM OTHER FIRMS.

I owe it to you to write a few words of thanks for the lovely Roses I have, all from one-year-old plants of this. They are twice as large as plants from other firms planted three weeks earlier. I certainly will do all I can to get orders for you.—MRS. C. M. STRICKLEY,—Penn.

# The Lovely Killarney Roses

## Distinct - Hardy - Free Blooming

(See photographic illustration of these three magnificent Roses in colors on opposite page.)

These exquisite Roses bearing the name of Killarney, with its "Emerald Isle and Winding Bays" are without exception among the most beautiful Roses now known. From the Lakes to the Gulf these beautiful Roses will thrive and produce glorious flowers in wonderful profusion. They have every requisite necessary to perfect Roses—magnificent, sturdy habit of growth, beautiful enduring foliage, exquisite flowers, delicious fragrance, marvelous freedom of bloom, hardiness, and above all, a charm entirely their own found in no other Rose. With the exception of Jeannette Heller and The Cochet Roses, they are perhaps the most popular of all Roses. Our beautiful photographic colored illustration on opposite page gives only a faint idea of their beauty.

**Special Notice** Notwithstanding that each year we have increased as far as we could our stock of these famous Killarney Roses, we have never had sufficient to meet the demand. This has been a keen disappointment both to our customers and ourselves. Won't you please, as a favor, that there may be no disappointment, order as early as you can? We will reserve the plants for you, so that early ordering is sure to be a protection to both of us. We have an immense stock, we think ample sufficient to meet the demand, but for fear it will not, again we urge early ordering.

### Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

### White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.

### Climbing Pink Killarney

We claim the distinction of bringing this variety into prominence, and there is no Rose in the climbing class to compare with it. Hardy and everblooming, it is in a class of its own and has no rival; a strong, rapid grower, growing to perfection in the open ground, throwing up shoots ten to fifteen feet high in a single season. It produces its glorious blooms continuously throughout the year. Flowers are magnificent and immense, long pointed buds with massive petals opening to flowers of enormous size; color brilliant, sparkling shell-pink, deliciously fragrant; absolutely the best climbing Rose for all purposes known; hardy everywhere.

Price of the three Killarney Roses described above, strong, one-year-old pot-plants, 20c each, 6 for \$1.00; larger size, 30c each, 4 for \$1.00, postpaid. Large two-year-old plants, 45c each; still larger, extra-heavy plants, Star or Iron-clad size, 75c each, by express.

### Special Offer

One each, three varieties of Killarney Roses described above, 50 cents; one each larger size, 80 cents, postpaid. One each, two-year-old plants, \$1.30; still larger Star size plants, 75 cents each, by express.

### Killarney Queen

A cerise-pink sport of Killarney that for clearness and brightness of color has not been equaled; exceptionally strong in growth, with foliage that is perfect, being larger than Killarney and more glossy. In size of petals Killarney Queen is larger than its parent, and for high grade bloom it is a very superior variety. Forces fine. In productiveness of bloom superior to Killarney. Hardy in almost every climate. An excellent bedder.

Price, Killarney Queen and Double Killarney, first size or one-year plants, 25c each, 5 for \$1.00; larger size, 35c, 3 for \$1.00, postpaid. Two-year-old plants, 50c each. Still larger, Star size plants, 75c each. All on own roots.

### Double Killarney

The combination of the exquisite pink of the most beautiful Rose of that color ever grown—Killarney—with double the number of petals carried by Killarney, makes this new member of the family one of the most magnificent Roses ever known. Apart from the number of its petals, it is in all respects the same as the Pink Killarney; and no greater praise can be bestowed upon it. The true stock is very scarce. Order it early to avoid disappointment.

A year ago last May I sent you an order for plants, Roses, Chrysanthemums, Violets; also your Trial Collection. Nearly all your Roses grew and most of them have beautiful flowers on now. I am going to have my home a bower of Roses another year.—MRS. P. F. TRICKER, Kankakee, Illinois.



# THE THREE GREAT HARDY EVERBLOOMING KILLARNEY ROSES

ALL GEMS  
OF THE  
GARDEN

*See Opposite Page*

White  
Killarney

Pink  
Killarney

Climbing  
Killarney



**A Glorious New Hybrid Tea Bush Rose  
of Marvelous Color**



*"Our Sensational New Hardy Bush Rose"*  
**YELLOW JEANNETTE HELLER**

*"Soyuz de E. Guillard"*

# YELLOW JEANNETTE HELLER

No Rose will outgrow this magnificent new Hybrid Tea Bush Rose, and we describe it under the popular name of "Yellow Jeannette Heller," because it is a fitting companion in every particular to this greatest of all garden bush Roses; has hardiness, wonderful growth, foliage that stands heat and cold, free from all

***Produces Glorious Flowers in Abundance from Early Spring until Late Frosts***

The flowers are large, double and beautifully formed, and the color is impossible of description or illustration. There is no other Rose in existence with the superb coloring effects seen in this great new variety. The sweetly scented flowers are carried on long, stiff stems and the color is a deep saffron, and as the flower opens it shows shades of fiery carmine until the fully

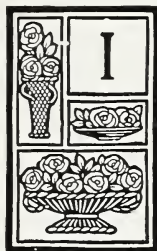
diseases, grows beautifully in all climates and soils, and in introducing it as a companion Rose to our great Pink Jeannette Heller we give to the Rose-loving public the two greatest garden Roses of this generation, which is a distinction to be proud of, and one seldom given to any Rose grower in the span of a lifetime.

open flower is almost entirely yellow—a wonderful combination of colors so rare and so unusual as to mark this Rose among thousands wherever seen. Plant this Rose, and its companion, Pink Jeannette Heller, and even if you have no other Roses in your garden the fame of the "Roses of New Castle" will forever have a place in your affections.

Price—Strong, 1-year pot plants, 25c each, 5 for \$1.00, \$2.50 doz.; larger size, 35c each, 3 for \$1.00, \$3.50 doz., post-paid; 2-year plants, 50c each, \$5.00 doz.; magnificent specimen plants, 75c each, \$8.00 doz.; by express. On Own Roots.



# AMERICAN BEAUTIES



IN ALL THE WIDE WORLD this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known and likely that ever will be known, for it has held undisputed leadership these many years against all comers from everywhere and its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any rose we know of outside of Jeannette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

pecially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

**We are the leading growers of American Beauty in the world—it has made us famous**

Here in New Castle they attain marvelous perfection. Wherever Roses are grown the fame of the American Beauty Roses of New Castle is known.

Our stock is clean, strong, healthy and vigorous, and what is more important, it is true to name and on its own roots. The fame of Heller Brothers American Beauty Roses is world-wide because of the high quality of stock.

This great Rose should be in every American home. Its magnificent beauty, wonderful fragrance and extraordinary merit must appeal to the patriotic instincts of every true American.

Strong, one-year-old pot-plants, 25c each, five for \$1.00; special size, 35c each, three for \$1.00, postpaid; extra-size, two-year-old plants, 50c each, \$5.00 per dozen; three-year-old specimen plants (limited quantity), 75c each, \$8.00 per dozen, by express.

Because some growers do not have the equipment to produce this magnificent rose, they naturally advise against planting it; this and the pernicious practice of substituting other varieties for it is to be condemned, as it does this grand rose a severe injustice, for there is no other rose anything like it.

Department stores and flower shops who have no growing facilities make a practice of buying plants that have been forced for their flowers and consequently are of no use whatever for further planting. These plants are thrown away as being worthless by most growers but when a department store offers three or four cents apiece for the worthless plants some growers are tempted to sell them and sometimes do sell them. Beware of such stock!

TWO OF THE MOST  
FAMOUS ROSES  
OF NEW CASTLE  
JEANNETTE HELLER  
AND  
AMERICAN BEAUTY





THE PARTIES WERE VERY MUCH PLEASED WITH THEM.

The Roses received yesterday and were very satisfactory. All of the parties were very much pleased with them, and I thank you very much.—MISS FANNIE HARRISON, Kentucky.



## Hardy Climbing and Rambler Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings, etc. The Wichuraiana Roses are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attacks. All are hardy everywhere, except where noted.



Alberic Barbier, Great Climbing Rose

### Alberic Barbier

A great new yellow Climbing Rose. This is the very best hardy yellow Climbing Rose in cultivation and should be in every garden. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks; beautiful, heavy, waxy foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with the utmost freedom.

### Philadelphia Crimson Rambler

This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color, but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

**CHRISTINE WRIGHT.** Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

**PRAIRIE QUEEN.** Color bright pink, sometimes with a white stripe. Large, compact and globular; very full and double.

### Everblooming Crimson Rambler

This great new Climbing Rose (Flower of Fairfield) is the sensation of the Twentieth Century. It blooms all the time. It is a reproduction of the old Crimson Rambler, which blooms only in June and July, except this wonderful new variety blooms the whole summer long, producing its gorgeous crimson flowers in massive clusters with amazing profusion. Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does.

Price of all Roses on this page, strong, one-year-old pot-plants, 15c each, and 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; extra heavy, two-year-old plants, 40c each; still larger plants, in Ironclad or Star size, 75c each—limited quantity—by express. ALL ON OWN ROOTS.

#### BEGAN TO BLOOM AT ONCE AND ARE STILL BLOOMING.

Gentlemen,—I would be unfair to you if I did not mention the wonderful success I had with the dozen Roses, small potted plants, which I purchased of you in the Spring. Seemingly small, delicate plants, we put them out in the open garden in rich soil upon their arrival and waited. We were surprised as well as elated, which is putting it mildly, for they began at once to bloom and are still blooming. The growth of them all has been marvelous. Most all of the single shrubs are five and six feet in length and most all of the main original stock are as large as one's finger. Some of them are veritable bushes, seemingly several years old.

J. D. EAGLE.



CANES ARE 12 and 15 FEET LONG.

The Roses I got of you this Spring have been in bloom all summer and are still full of buds even the KEYSTONES bloomed and grew at the same time. Some of the canes are 12 to 15 feet long. Am greatly pleased.—MRS. WM. BOSSENBARGER, Williams, Iowa.

## Climbing White Maman Cochet

**The Sensational New Hardy Everblooming White Climbing Rose, long sought for**

Just as the old favorite White Cochet is one of the very best of all White Tea Roses, so we believe this new White Climbing Tea will jump into the widest popularity. From far-off New Zealand came the original stock, and it is yet very scarce in this country. It blooms continually all summer, bearing the greatest profusion of perfect White Cochet Roses, and the plant grows with wondrous strength and vigor. This is without doubt one of the finest white everblooming Climbing Roses ever introduced, and can be procured from very few concerns. Its scarcity makes it valuable, and it appeals strongly to those who like to have something different from their neighbors. Stock limited. Order early or you may not be able to procure it.

## Keystone

**The First and Only Hardy Everblooming Yellow Climbing Rose**

A most magnificent hardy everblooming yellow Rose, with flowers of great size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has been proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other Climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, is absolutely immune from insect attacks and has vigor of constitution found only in the Hybrid Perpetuals.

## Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

**White Dorothy** Charming New Climbing Rose

This is a white form of the beautiful Dorothy Perkins, by any considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are a pure, glistening white. Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions, and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

Price of Roses on this page, strong, one-year-old plants, 15c each, for 50c; larger size, 20c each, postpaid; strong two-year-old plants, 30c each; still larger plants, in Star or Ironclad size, 75c each, by express.

### ROSES DID EXCEPTIONALLY WELL.

Townsend, Montana, September 17,

Gentlemen: The Roses received from you last spring have done exceptionally well. All are alive and have enjoyed a fine lot of beautiful blooms. If the season here was about a month longer we would get a great deal more pleasure out of them or the reason the choice ones are just now in the bud.

F. H. AVERHILL.



The Great Climbing White Maman Cochet.

The Roses I ordered last Spring bloomed all Summer,  
GEO. M. ROURKE,  
Springfield, Ohio.



We wish we could order and plant every one of your Roses, for they are simply gorgeous. All that you claim for them. We planted some of your Roses a couple of seasons ago and they all grew and bloomed like magic. At Christmas of that year I had a vase of "Roses of New Castle" in the center of my Christmas dinner.—MRS. A. M. SWIGART, Thomasville, N. C.

## Tausendschon—Thousand Beauties



Tausendschon, or Thousand Beauties Rose

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. There is no other Rose in cultivation like it. It is a strong grower, with but few thorns, and absolutely hardy.

## The Wonderful Blue Rose—"Violet Blue"

This is the famous "Blue Rose" which is a remarkable variety and endorsed by every leading Rose authority here and in Europe, but in our estimation it has not come up to the recommendation of its introducers. We have seen it bearing flowers that were very blue and very beautiful, and we have seen it again in other soil bearing flowers which were more of a lavender than a blue, so we think it is largely a question of the soil it is grown in as to whether it develops the color claimed for it by its introducers—cornflower blue. It is of the Rambler type, a beautiful grower, and even if it never bore a flower it is worth a place in the garden because of its rampant growth and beautiful foliage. The flowers are produced in great clusters, are semi-double, of medium size, and as a rule are delicate beautiful blue, but we do not guarantee the color. It is hardy everywhere; a grand grower; a marvelous bloomer and is one of the most popular Roses in our entire collection.

**LADY GODIVA.** A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth, with beautiful foliage, which is impervious to attack of insects.

## American Pillar

A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries, which are highly ornamental.

## Lady Gay

Deep rich, rosy pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds. Hardy everywhere.

Price of all Roses on this page, strong, one-year-old pot plants, 15c each, 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; strong, two-year-old plants, 40c each; still larger plants, all varieties, in Star or Iron-clad size, 75c, by express. ALL ON OWN ROOTS.

## Dr. W. Van Fleet

A splendid hardy Rose, large flowers about four inches across, full and cup shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects. A very fine new Rose.

**YELLOW RAMBLER (Aglaia).** Flowers deep yellow and very fragrant. Hardy everywhere.

### Scientific Packing

Next to the soil in which a Rose is grown, the most important consideration, from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During July of last year we shipped growing plants with entire safety to China, Tasmania, New Zealand, England, France, British West Indies and even to Bengal, East India. We deliver safely to any part of the U. S. A. in perfect growing condition because this famous New Castle soil grows the sturdiest plants in the world and we know how to pack them.



## Excelsa—A New Rose of Wondrous Beauty

A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in large trusses of thirty to forty. Color intense crimson—new and distinct. One of the great hardy Climbing Roses.

### The Durable Wichuraiana Roses

**Debutante.** Clusters of pink double flowers, in July, September and October.

**Evangeline.** White single flowers, with tips of petals shaded pink. Vigorous grower.

**Hiawatha.** Single flowers in cluster. Color glowing ruby-crimson.

**We Pay Express Charges** on all orders amounting to \$3 and more when requested to do so. See page 6, "Prepaid Shipments."

**WICHURAIANA or MEMORIAL ROSE.** This is the original "Memorial" Rose, and once planted is practically everlasting. It creeps like an Ivy close to the ground. A wonderful July bloomer. Splendid for covering cemetery plots and graves. Flowers pure white with golden yellow center; of nice size. Good for covering arches, fences, etc.



Excelsa, a greatly improved Crimson Rambler.

## Wonderful Hardy Everblooming Climbing Roses

The Roses on this and the next page are noted for their continuous blooming qualities and fine flowers. They are all vigorous climbers, hardy and vigorous, and in constant bloom all summer. In the middle sections of the country and in the Northwest they thrive and bloom most luxuriantly, while in the warmer sections they fairly run riot in their glory of growth and bloom. Even in the coldest Northern States they grow to perfection, but will require protection in winter.

### Climbing Crimson Baby Rambler

This variety is a remarkable step forward among everblooming climbing Roses, as it bears continuously, all summer, great masses of bright crimson flowers in immense trusses. Foliage is not subject to blight or mildew, is a great grower, perfectly hardy everywhere and is a strong, vigorous climbing type of the famous dwarf Crimson Baby Rambler.

**CLIMBING METEOR.** A sport from Meteor, famous for its magnificent flowers. Dark, velvety crimson, the equal of any Rose in cultivation. A glorious climbing Rose.

**REINE MARIE HENRIETTE.** Extra large flowers; glowing crimson.

Price of all Roses on this page, strong, one-year-old plants, 15c each, 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; strong two-year-old plants, 40c each; still larger plants, all varieties, in Star or Iron-clad size, 75c, by express. **ON OWN ROOTS.**

### Climbing Marie Guillot

One of the grandest of all white everblooming climbing Roses, of which too much can not be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost. Make no mistake about this being one of the great hardy everblooming Roses.

### Marechal Neil

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.





## MOST BEAUTIFUL AND FRAGRANT.

I am delighted to tell you of how pleased I am with the beautiful assortment of Roses I received from your firm early this Spring. They have nearly all showed what they are like, and will say they are most beautiful and fragrant.—MRS. HENRY GRIMM, Detroit, Michigan.



HARDY EVERBLOOMING CLIMBING ROSES —Continued.

# Beautiful Climbing Clotilde Soupert

A Wonderful Hardy Climbing Rose in Constant Bloom



Climbing Clotilde Soupert.

## Climbing Papa Gontier

This new Climber has all the superior merits of its parent and bearing in the greatest profusion all summer the same handsome, deep crimson flowers. The bush is perfectly hardy and a remarkably rapid grower.

**JAMES SPRUNT.** A handsome climber, bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

An offspring of that famous Rose, **Clotilde Soupert**, this beautiful, hardy, everblooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. There is no climbing Rose in our entire list that we can recommend more highly, and it will prove a revelation to those who desire a climber for purposes of shade and adornment. Perfectly hardy everywhere.

**MRS. ROBERT PEARY.** A strong and rapid grower, coming to perfection in the open ground. It is absolutely hardy and will withstand the most severe winters unprotected. Small plants will bloom continuously throughout the season and the flowers are magnificent. The buds are long and pointed, finely modeled and gracefully finished. The flowers, when open, are of splendid substance, extra large, deep and double, produced on long, stiff stems, like those of a forcing Rose. Color ivory-white.

**EMPRESS OF CHINA.** Soft dark red, changing to light pink, like an apple blossom. Splendid hardy climbing Rose.

**CLIMBING GRUSS AN TEPLITZ.** An exact counterpart of the bush form of that superb Rose, **Gruss an Teplitz**, except that it is a vigorous climber. A perfect sheet of dazzling crimson when in bloom. Price, first-size plants, 30c each, postpaid; 2-year-old plants, 60c, by express.

**CLIMBING PAUL NEYRON.** Bright satiny-rose, changing to carnation-pink; fine bud, and the flower is as large and full as Paul Neyron bush Rose. Magnificent in the South.

**CLIMBING MADAME CAROLINE TESTOUT.** A rampant climber. In flower identical with Mme. C. Testout. Always blooming. Beautiful glowing pink. You can't beat it. Price, first-size strong plants, 20c each, postpaid; 2-year-old plants, 60c each, by express.

**WHITE BANKSIA.** Pure white, violet-scented flowers; perfectly double.

**YELLOW BANKSIA.** Fine clear yellow; very full and beautiful.

**GREVILLA, or SEVEN SISTERS.** Flowers in large clusters; varies from white to crimson.

Price of all Roses on this page, except where noted, first-size one-year-old pot-plants, 15c each, 4 for 50c; larger size, 20c each, any 6 for \$1.00, postpaid; strong two-year-old plants, 40c each; still larger plants, Iron-clad or Star size, 75c each, by express.



# Heller's Two-Year-Old Roses

For quick results in growth and bloom and for general all-round satisfaction there is not a Rose plant grown anywhere which will excel our magnificent two-year-old pot-plants, which, with a few exceptions, are grown on their own roots. Once planted, they are practically permanent and are far and away superior to budded or grafted Roses, which are always unsatisfactory. All our Roses are pot-grown. Our prices will be found much lower than the market prices of any other high-class Rose-grower. On all orders of \$3.00 or more we will prepay the express charges, but only when we are requested to do so.

## Complete Index and Classification of all Roses Offered in this Book

Below we give a complete alphabetical list of all the two-year-old Roses offered in this book, showing the class to which they belong, the page on which they are described, and the price of each. Abbreviation Used: Tea, Everblooming Teas; H. T., Hybrid Teas; H. P., Hardy Hybrid Perpetuals; C. T., Climbing Teas; H. C., Hardy Climbing; M., Moss; P., Polyantha, or Fairy; Rug, Rugosa; W., Wichuraiana, or Memorial; C. H. T., Climbing Hybrid Teas; B. C., Bengal China.

Varieties	Class	Price	Page	Varieties	Class	Price	Page	Varieties	Class	Price	Page
Alberic Barbier.....	H. C.	40	40	Helen Gould.....	Tea	40	27	Mrs. Herbert Stevens.....	H. T.	35	30
American Beauty.....	H. P.	50	39	Helen Gaudier.....	H. T.	45	8	Mrs. Moorefield Story.....	H. T.	45	8
American Pillar.....	H. C.	40	42	Helen Good.....	H. T.	35	26	Mrs. Robert Peary.....	H. C.	45	23
Anna de Diesbach.....	H. P.	45	34	Henri Martin.....	M.	45	32	My Maryland.....	H. T.	45	23
Antoine Rivoire.....	H. T.	45	14	Hermosa.....	B.	45	9	Natalie Bottner.....	H. T.	45	24
Baby Doll.....		50	9	Hoosier Beauty.....	H. T.	50	12	Nerissa.....	H. T.	45	11
Baby Tausendschon.....	P.	45	8	Hiawatha.....	W.	40	43	New Century.....	R.	45	9
Barbarossa.....	H. P.	45	8	Irish Fireflame.....	H. T.	45	23	Olivia.....	H. T.	45	22
Bessie Brown.....	H. T.	45	14	Isabella Sprunt.....	Tea	35	26	Ophelia.....	H. T.	45	10
Betty.....	H. T.	45	14	Ivory.....	Tea	35	30	Orleans Rose.....	P.	40	32
Black Prince.....	H. T.	45	34	James Sprunt.....	C. T.	40	44	Papa Gontier.....	Tea	35	26
Blue Rose.....	H. C.	40	42	Janette Heller.....	H. T.	50	18	Paul Neyron.....	H. P.	45	35
Bon Sile.....	Tea	35	31	Jonkheer J. L. Mock.....	H. T.	45	10	Perle des Jardins.....	Tea	35	31
Bridesmaid.....	Tea	35	26	Kaiserin Augusta Victoria.....	H. T.	45	22	Perle von Godesburg.....	H. T.	45	23
British Queen.....	H. T.	45	8	Keystone.....	H. C.	40	41	Philadelphia Crim. Rambler.....	H. C.	40	40
Cardinal.....	H. T.	45	9	Killarney Brilliant.....	H. T.	45	10	Phyllis.....	H. T.	45	36
Champion of the World.....	P.	35	33	Killarney.....	H. T.	50	36	Pink Killarney.....	H. T.	45	17
Chateau de Clos Vougeot.....	H. T.	45	15	Killarney Queen.....	H. T.	50	36	Pink La France.....	H. T.	45	17
Christine Wright.....	H. C.	40	40	La France.....	H. T.	45	17	Pink Maman Cochet.....	Tea	40	21
Climbing American Beauty.....	H. C.	50	44	Lady Alice Stanley.....	H. T.	45	8	Pink Souper.....	P.	35	33
Climbing Clotilde Souper.....	H. C.	40	56	Lady Gay.....	W.	40	42	Prairie Queen.....	H. C.	40	40
Climb. Crimson Baby Rambler.....	H. C.	40	43	Lady Godiva.....	H. C.	40	42	Princesse Camille de Rohan.....	H. P.	45	35
Climbing Gruss an Teplitz.....	H. C.	40	44	Lady Hollingdon.....	Tea	45	11	Prince of Bulgaria.....	H. T.	45	15
Climb. Mad. Caroline Testout.....	H. C.	40	44	Lena.....	H. T.	45	24	Queen Beatrice.....	H. C.	45	14
Climbing Marie Guillot.....	C. T.	40	43	Louis Van Houtte.....	H. P.	45	35	Queen of Spain.....	H. C.	45	11
Climbing Meteor.....	C. H. T.	40	43	Mad. Abel Chateau.....	H. T.	45	24	Queen's Scarlet.....	B. C.	35	33
Climbing Paul Neyron.....	H. C.	40	44	Mad. Alfred Carriere.....	H. P.	45	35	Radiance.....	H. T.	45	14
Climb. White Maman Cochet.....	H. C.	40	41	Mad. Caroline Testout.....	H. T.	45	16	Rainbow.....	H. T.	35	26
Clio.....	H. P.	45	9	Mad. Charles Wood.....	H. P.	45	9	Red Maman Cochet.....	Tea	40	21
Clotilde Souper.....	H. P.	35	33	Mad. Eugene Marais.....	H. T.	35	23	Reine Marie Henriette.....	C. T.	40	43
Coquette de Lyon.....	Tea	35	26	Mad. Francisca Kruger.....	H. T.	35	31	Rena Robbins.....	H. T.	45	23
Crimson Baby Rambler.....	P.	40	32	Mad. Hoste.....	Tea	35	27	Rhea Reid.....	H. T.	50	2
Crimson Maman Cochet.....	Tea	40	21	Mad. Jules Grolez.....	H. T.	45	16	Richmond.....	H. T.	45	17
Crimson Queen.....	H. T.	45	14	Mad. Leon Pain.....	H. T.	45	16	Robert E. Lee.....	H. T.	35	30
Climbing Papi Gontier.....	H. C.	40	44	Mad. Masson.....	H. P.	45	35	Robert Heller.....	H. T.	50	13
Climbing Pink Killarney.....	H. T.	45	36	Mad. Melanie Souper.....	H. T.	45	22	Robin Hood.....	H. T.	50	13
Dean Hole.....	H. T.	45	24	Mad. Second Weber.....	H. T.	45	25	Rosemary.....	H. T.	45	16
Debutante.....	W.	40	43	Magna Charta.....	H. P.	45	35	Safrano.....	Tea	35	26
Dinsmore.....	H. P.	45	34	Magnafrano.....	H. T.	45	24	Senateur Mascrand.....	H. T.	45	14
Doctor W. Van Fleet.....	W.	40	42	Malmaison.....	B.	45	9	Sir Thomas Lipton.....	Rug.	45	32
Dora Hansen.....	H. T.	45	11	Marechal Niel.....	C. T.	40	43	Souv. de Pierre Notting.....	Tea	35	26
Dorothy Perkins.....	H. C.	40	41	Marchall P. Wilder.....	H. P.	45	9	Sunburst.....	H. T.	50	13
Double Killarney.....	H. T.	50	36	Marie Guillot.....	Tea	35	26	Sunrice.....	Tea	35	31
Duchess de Brabant.....	Tea	35	31	Marie Van Houtte.....	Tea	35	27	Sweetheart.....	W.	40	42
Earlate.....	H. T.	45	10	Meteor.....	H. T.	45	24	Tausendschon.....	H. C.	40	42
Edward Mawley.....	H. T.	45	12	Mevrou Dora V. Tets.....	H. T.	45	11	The Bride.....	Tea	35	26
Edith Part.....	H. T.	45	10	Mid-Lady.....	H. T.	50	13	Triumphant de Pernet Pere.....	H. T.	45	24
Elizabeth Rowe.....	M.	45	32	Miss Alice De Rothschild.....	Tea	45	8	Ulrich Brunner.....	H. P.	45	35
Empress of China.....	H. C.	40	44	Miss Kate Moulton.....	H. T.	45	16	Verna Mackey.....	H. T.	45	8
English Sweet Briar.....		50	32	Miss Mary Gimlet.....	H. T.	45	23	Vick's Caprice.....	H. P.	45	35
Etoile de France.....	H. T.	45	16	Molly Shanahan Crawford.....	H. T.	45	30	Wellesley.....	H. T.	45	15
Etoile de Lyon.....	Tea	35	26	Mousseline.....	M.	45	32	Wichuraiana or Memorial.....	W.	40	43
Evangeline.....	W.	40	43	Mlle. Cecile Brunner.....	P.	45	32	White Baby Rambler.....	P.	40	32
Everblooming Crim. Rambler.....	H. C.	40	43	Mlle. Francisca Kruger.....	Tea	45	8	White Banksia.....	H. C.	40	44
Exelsa.....	H. C.	40	43	Mrs. Aaron Ward.....	H. T.	50	13	White Dorothy.....	W.	40	41
Florence Pemberton.....	H. T.	45	14	Mrs. Andrew Carnegie.....	H. T.	45	8	White Killarney.....	H. T.	45	36
Francis Scott Key.....	H. T.	45	12	Mrs. A. Byrnes.....	Tea	35	27	White La France.....	H. T.	45	23
Francis Levet.....	H. P.	45	34	Mrs. A. Waddell.....	H. T.	45	12	White Maman Cochet.....	Tea	40	21
Freiherr Von Marshall.....	Tea	45	8	Mrs. B. R. Cant.....	Tea	35	30	William H. Taft.....	H. T.	45	15
General Jacqueminot.....	H. P.	45	34	Mrs. Chas. E. Pearson.....	H. T.	45	12	Willowmere.....	H. T.	45	8
General McArthur.....	H. T.	45	23	Mrs. Charles Hunter.....	H. T.	45	11	Wm. Notting.....	H. T.	45	12
Gloire Lyonnaise.....	H. P.	45	34	Mrs. Charles Russell.....	H. T.	45	8	Yellow Baby Rambler.....	P.	40	32
Geo. Elgar.....		40	32	Mrs. David Jarine.....	H. T.	45	23	Yellow Banksia.....	P.	40	44
Golden Gate.....	Tea	35	30	Mrs. Frank Bray.....	H. T.	45	11	Yellow Jeannette Heller.....	H. T.	50	38
Grevilla.....	H. C.	40	44	Mrs. Fred Straker.....	H. T.	45	12	Yellow Killarney.....	H. T.	45	23
Gruss an Teplitz.....	H. T.	45	16	Mrs. George Hobbs.....	Tea	45	11	Yellow Maman Cochet.....	Tea	40	21
Harrison's Yellow.....	3 yr.	\$1.00	32	Mrs. George Shawyer.....	Tea	45	11	Yellow Rambler.....	H. C.	40	42
Hector MacKenzie.....	H. T.	45	16								

For Vigor, vitality and bloom-producing qualities, our 2-year-old Roses are not only the best-grown plants in America, but are absolutely superior to imported English, Irish, Holland and German grown plants, which can be imported at a low cost and sold at a low price, and even then are too expensive to plant.



## NOT A SINGLE FAILURE.

I should be very ungrateful not to express my satisfaction with the thirty Roses received from you last Spring. There was not a single failure in spite of the distance they travelled.  
W. ARNETT, Summerland, B. C., Canada.



# Heller's Wonderful Canna Lilies

We offer these popular flowering, foliage plants in started pot-plants only, instead of leafless, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas with their magnificent banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestic, while the flowers come in immense heads and throughout the entire summer they are a blaze of glory.

Price on all Cannas, except where noted, strong, thrifty pot plants, 20c each, 6 for \$1, \$2 per dozen, postpaid.

## Novelties in Cannas

**Firebird.** Best red-flowered, green-leaved Canna today. Petals measure 2½ inches and over across. Color is a clear, glistening scarlet without any streaks, spots or blotches. Price 35c each, 3 for \$1.00, postpaid.

**Hon. B. F. Howell.** Rich bronze foliage. Flower of bright crimson. Very rapid grower. 5 to 6 feet. Price, 25c each; 5 for \$1.00, postpaid.

**Moonlight.** Marvelous new Canna. Flowers of medium size are produced in abundance; color soft creamy tint turning to white. 4 to 5 feet. Price, 25c each; 5 for \$1.00, postpaid.

**Marvel.** Beautiful blending of red and yellow; the back of each petal is a rich golden yellow that seems to shine through the scarlet face of the flower, giving the appearance of being illuminated from underneath. 4 to 5 feet. Price, 25c each; 5 for \$1.00, postpaid.

**William Saunders.** A magnificent bronze foliaged variety, bearing immense bright scarlet flowers in great heads or clusters. 4 feet. 25c each, 5 for \$1, postpaid.

**King Humbert.** A glorious Canna. The finest we have ever seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange scarlet flowers, striped crimson. 25c each, 5 for \$1, postpaid.

**Rosea Gigantea.** Flower heads of immense size and a tremendous showy variety, growing to a height of 4 ft.. Produces flower heads that are simply gorgeous in appearance. Color carmine-pink. 25c each, 5 for \$1, postpaid.

**Mrs. Alfred F. Conard.** A marvelous Canna; color salmon-pink. Flowers immense in size. 35c each, 3 for \$1, postpaid.

**Gladiflora.** 3½ feet. Flowers resemble an immense Gladioli; petals wide and overlapping, color crimson, changing to carmine-rose, edged with gold. 25c each, 5 for \$1, postpaid.

**Improved Mont Blanc.** Magnificent glistening pure white flowers. 2 feet. 25c each, 5 for \$1.00.

**Gen. Merkel.** Brilliant scarlet suffused with orange. Base of petals marbled with golden yellow. Free blooming. 4 feet. Price, 20c each; 6 for \$1.00, postpaid.

## Giant Orchid-Flowering Cannas

**America.** Bronze foliage. Beautiful shade of red. Great trusses; 5 feet.

**Austria.** Golden yellow, dotted red. 6 feet.



A Single Bloom of Cannas. *Rosea Gigantea*.

**Uncle Sam.** Brilliant orange-scarlet. 7 feet.

**Mrs. Carl Kelsey.** Orange-scarlet, striped yellow. 6 feet.

**President Favre.** A giant; grows 8 feet; bronze foliage. Crimson flowers.

**Wyoming.** Majestic. Growing 7 feet high; great enormous orchid-shaped flowers with immense petals.

**Burbank.** Grows 6 feet with giant flowers, nearly double, rich yellow and spotted crimson.

**Italia.** Immense trusses, giant flowers, brilliant red petals bordered with yellow. 6 feet.

**Improved Philadelphia.** Deep scarlet, immense size, gigantic and majestic. 6 feet.

**Indiana.** Glistening golden orange.

**Allemania.** Yellow splashed with red. 5 to 6 feet.

**Louisiana.** Orchid - flowering. Vivid scarlet. 5 feet.

## Standard Cannas

**Wawa.** Pleasing shade of soft pink. 3 feet.

**John White.** Variegated. Red foliage. 7 feet.

**Egandale.** Scarlet. Red foliage. 3½ feet.

**David Harum.** Red. Bronze foliage. 3½ feet.

**Robusta.** Massive tropical foliage. Small red flower. 8 feet.

**Louis Reverchon.** Cochineal red. Dark foliage. 4½ feet.

**Pillar of Fire.** Crimson-scarlet. 7 feet.

**Richard Wallace.** Canary yellow; bleaches very little. 5 feet.



A Bed of Heller's Large Flowering Canna Lilies.





## ARE WONDERFULLY FREE BLOOMERS.

I want to tell you how pleased I am with the two dozen roses I bought of you last Spring. They have grown very rapidly and are wonderfully free bloomers. The Olivia and Helen Gould are especially fine.—MISS ALLEN ELLIS, Oklahoma.



# Heller's Choice Geraniums

The most easily grown of all flowering plants. Particularly fine for bedding or for growing in porch and window boxes; in fact, wherever a quick, brilliant effect is wanted, Geraniums are unsurpassed. The following list embraces the very best varieties known.

- Alphonse Ricard. Double; bright vermillion.
- Beaute Poitevine. Double; shrimp-pink, shading to white.
- Berthe de Presilly. Semi-double silvery rose-pink.
- Comtesse de Harcourt. Double; pure white.
- E. H. Trego. Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.
- Jean Oberle. Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.
- Jean Viaud. Double; bright, clear shade of mauve-rose, shading to a clear white throat.
- La Favorite. Double; pure white.
- Leon Baudrier. Semi-double; carmine-lake shading soft cerise to a large white center.
- Madame Recamier. Double; snow-white.
- S. A. Nutt. Double; dark red.
- Thomas Meehan. Single; brilliant rose-pink.
- Marq. de Castellane. Double, beautiful soft crimson varying to tomato red. Flowers large and perfect form and produced profusely all summer.
- Fener. Single, brilliant crimson red.
- Edmond Blanc. Single. One of the handsomest and brilliant Geraniums of cerise color. Bright rich carmine shaded around a white eye.
- Abbie Schafer. Double. A beautiful soft pleasing crimson scarlet.
- General Grant. Double. Bright orange-scarlet flowers, profusely produced during entire season.
- Admiration. Single. Robust grower with bright rose-shrimp-pink flowers.



Heller Single Geranium.

Price, strong, thrifty plants, ready for immediate effect, 15 cts. each, \$1.50 per dozen, in one or assorted varieties, postpaid.

**Special Offer** One each of the entire list of 18 varieties named above, in stout, thrifty plants, each one labeled, \$2.00, postpaid.

## Plants for House Culture, Window and Porch Boxes

**Asparagus Plumosus** Lace Fern. A handsome fern-like plant with fine, feathery foliage resembling the finest lace. The graceful fronds are often used with splendid effect with cut-flowers. Strong plants, 15 cts. each, 4 for 50 cts., larger size, 25 cts. each, postpaid.

**Asparagus Sprengeri** (Emerald Feather). One of the most graceful of all house plants for growing either in a hanging basket or a vase set upon a high standard. The long, slender stems, carrying great masses of handsome, feathery foliage, grow four to five feet long and hang in graceful festoons. The plant is very quick in growth and soon forms a splendid specimen. Fine, strong plants, 15 cts. each, 6 for \$1.00; larger size, 25 cts. each, postpaid.

**Smilax** (For the Window Garden). A handsome climbing vine with beautiful, glossy green, heart-shaped leaves, which can be trained with splendid effect over the window. The foliage is often used with cut-flowers. Strong plants, 15 cts. each, 4 for 50 cts., postpaid.

**Sansevieria Zeylanica**. Long, leathery leaves, marked with silvery gray and standing upright. 15 cts. each, 4 for 50 cts.; larger size, 20 cts. each, postpaid.

**Salvia** (Scarlet Sage). The most satisfying and popular bedding plant in existence. A bed of Salvia planted out in the garden or at the base of the porch fairly glows all summer and until late fall with its

masses of brilliant scarlet flowers. Will grow to perfection in ordinary soil and requires no care. Plant ten to twelve inches apart or closer if desired. A bed of Cannas, edged with Salvia, makes a wonderful display at little expense. Strong, well-rooted pot-plants, 10c each, 75c per dozen, postpaid; \$3 per 100, by exp.

## Calla Lilies

**New White Calla** (Lily of the Nile). Handsome white flowers and broad foliage. 20 cts. each, postpaid.

**Spotted Calla**. Handsomely marked foliage and white flowers with black throat. 20 cts. each; larger size, 30 cts. each. Fine, large bulbs, 20c each, postpaid.

**New Yellow Calla**. Bright golden yellow and very fragrant. A grand novelty. 30 cts. each, 6 for \$1, postpaid.



Calla Lilies.



### RHEA REID IS CERTAINLY A FINE ROSE.

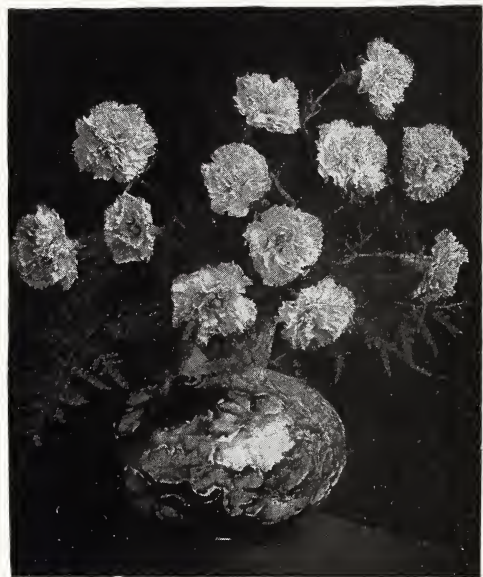
I bought three two-year-old Rose plants from you in the Spring, and I want to tell you that the Rhea Reid is certainly a fine Rose, also Jeanette Heller.—EDW. REIGER, Hamilton, Ohio.



## Heller's Large-Flowering Carnations

We grow Carnations to a perfection seldom seen elsewhere, for it is one of our leading specialties, and we are equipped to grow them as they should be grown. We devote a mammoth green-house to their production, and with pure air, finest soil and most modern equipment, the growing conditions are ideal. Our plants are wonderfully healthy. Our out-put for this year will exceed one hundred thousand plants and they are not to be compared with the small, cheaply grown plants sent out in "bargain offers" and "cheap collections."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra-strong, stocky plants, will bloom all summer and produce in wonderful abundance their large, superb flowers, which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter. We offer the finest varieties in cultivation and our special \$1.00 offer is the greatest value for the money of plants ever made, the quality of the plants considered.



Carnations and Asparagus Plumosus.

### Novelties in Carnations

**Mrs. C. W. Ward.** Strong, clean grower, very free blooming, grand double flowers, long stiff stems; color beautiful light pink. Grand variety.

**Dorothy Gordon.** An improved Rose. Pink Enchantress; brings flowers of an even, constant rose-pink shade; grand in growth; very free in production of bloom. A very profitable variety.

**White Perfection.** A worthy companion to White Enchantress. Perfection in every way. A great new white variety.

**May Day.** Very free blooming, strong growing, magnificent flowers; color delightful shade of pink.

**White Wonder.** Great strength and freedom of growth, large pure white. Wonderfully good.

**Gloriosa.** Pure glistening pink, excellent growth; promises to be one of the great sensations in Carnations.

**Harlowarden.** Bright crimson. Very large flowers on long, stiff stems.

**Sangamo.** Delightful crimson, large, full flowers. Long, stiff stems.

**Rose - Pink Enchantress.** Deeper pink than Enchantress.

**Winsor.** Clear silvery pink. Very large flowers. Exquisite.

**Alma Ward.** New white variegated, large and fragrant.

15c each, 12 for \$1.50, postpaid.

### Standard Varieties in Carnations

**Apple Blossom (New).** Handsome white flower daintily marked pink.

**Beacon.** Dazzling scarlet; very large and full.

**Boston Market.** Standard white.

**Lawson Enchantress.** Brilliant pink; fine shade; large size.

**Pink Enchantress.** Deep pink; large and full.

**Victory.** Brilliant red; extra large flower and particularly free in bloom.

**White Enchantress.** A magnificent large, white flower of splendid form.

**W. H. Taft (New).** Brilliant pink; splendid size and form.

**Georgia (New).** A great new white; exquisite.

All varieties on this page, except where noted, strong, vigorous pot plants, 10c each, 6 for 50c, \$1.00 per dozen, postpaid, in one or assorted varieties, purchaser's selection.

# 15 MAGNIFICENT NEW CASTLE CARNATION PLANTS for --- \$1

The Carnation is well named "The Divine Flower" and, after the Rose, perhaps the most beautiful of all summer and winter-blooming flowers. If all flower lovers knew how easy they are to succeed with, and how absolutely sure they are to grow and bloom, Carnations would soon be a close rival of the Rose. Many planters have been grievously disappointed in the past in buying trifling little slips or rooted cuttings. There has been but one result—Failure with a big F. To make Heller's Carnations popular, to give the public the kind of plants that will grow, we make this great offer of **Fifteen Superb Carnation Plants**, the finest varieties, our selection is the latest introduction, including novelties offered above, big, strong, clean, vigorous plants (not rooted cuttings) **postpaid anywhere for \$1.00.** We haven't the room to tell you more about the big Value here, but let us assure you that this is an offer you can't afford to miss. These plants will bloom all through the summer, then bring them indoors next fall and will bloom all winter long. Are they worth a dollar? It's up to you to decide. **Here's \$3.00 worth of value for \$1.00.**

My Carnation plants and Roses arrived yesterday in excellent condition, every plant a beauty, and let me thank you for the extra Rose you sent, it is lovely. My friends are much surprised to hear of a firm that deals so generously with its customers. I'll boost for you—MRS. PAUL NEWPORT, Seattle, Washington.





## ROSE BLOOMS ALL SUMMER.

Last Spring I bought several Roses from you. They have all lived and grew into bushes three feet high, and I had some of the loveliest Rose blooms all summer that I ever saw. They indeed gave me untold pleasure.—MRS. B. C. LEWIS, W. Va.



# Giant Persian Cyclamen

Without question one of the very best of flowering house-plants. It is literally in bloom all the time, and the warmer the house the more profusely it will bloom. Will grow to perfection on a window sill and not be affected by cold draughts. There is nothing finer for hanging baskets. The foliage is dark olive-green, charmingly variegated with silver and rose. The flowers are odd in shape, of a beautiful variety of colors—white, pink, red, crimson and suspended on long, stiff stems. **Strong** pot-plants, 20c each, 3 for 50c, postpaid.

## Fragrant Tuberoses

**Dwarf Excelsior Pearl.** Flowers pure white, very double, of immense size and sweetly scented. 3 for 10 cts., 9 for 25 cts., 30 cts. per dozen, postpaid.

**Orange-Flowered.** Bears snow-white flowers. 5 cts. each, 7 for 25 cts., 40 cts. per dozen, postpaid.

**New Variegated-leaved.** The leaves are bordered with white; large, white flowers. 5 cts. each, 7 for 25 cts., 40 cts. per dozen.

**Special Offer** We send, postpaid, nine Excelsior Pearl Tuberoses, three Orange-flowered and three New Variegated-leaved—fifteen in all—for 40 cents.

## Caladium Esculentum

(Elephant's Ear.) Immense leaves, often four feet long. Magnificent for large beds or individual plants. Extra-large bulbs, 15 cts. each, 4 for 50 cts.; larger size, 25 cts. each, postpaid.

## Heller's Lovely Violets

Almost before the spring snows cease the Violet will be found braving the chilly air and sending up its dainty, sweet-smelling flowers as harbingers of the glory of the garden to follow.

**Lady Hume Campbell.** The finest double blue Violet, large and sweet-scented.

**PEACOCK.** Beautiful blue with white center. A charming flower of exceptional beauty.

**SWANLEY WHITE.** Pure white, double; fragrant.

**CALIFORNIA.** The largest of all; rich, violet-blue, immense single flowers.

**MARIE LYNCH.** Sweet and dainty, with a perfume simply exquisite. Color is a charming shade of lavender-pink.

**Price**—Strong Violet plants, 10c each, 3 for 25c, any 6 for 50c, any 12 for \$1, postpaid; \$6 per 100, by express; larger plants, 20c each, 6 for \$1, postpaid; \$12 per 100 by express.



Giant Persian Cyclamen.

# Heller's Beautiful Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. These are now the three distinct varieties—and the best in commerce.

**BOSTON FERN.** Long, broad fronds, drooping gracefully and forming a plant of immense size.

**WHITMAN'S LACE FERN** (Whitmanii). Most beauti-

fully cut and frilled foliage, the fronds being large and broad.

**WHITMANII COMPACTA.** This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent, the pinnae subdividing, making miniature fronds which are superimposed on the main fronds, looking as if two or more were condensed in one. Graceful beyond description.

**TEDDY, JR.** Similar to Roosevelt, but of a dwarf habit.

**ROOSEVELT.** New and the grandest of all, with fronds beautifully frilled and waved.

**Price** of all Ferns, strong, shapely plants, 20 cts. each, any 3 for 50 cts.; larger size, 30 cts. each, 4 for \$1; still larger plants, 50 cts. each, postpaid.



The Beautiful Whitman Lace Fern.

# The Very Finest of All Palms

Palms grow luxuriantly in the house during the winter, and in summer make very decorative additions to the porch.

**KENTIA BELMOREANA.** The typical house Palm, growing tall, with long leaves.

**KENTIA FOSTERIANA.** Like the former, but with broader leaves.

**ARECA LUTESCENS.** Tall and slender in growth, with yellowish green trunk and stems and long, drooping leaves.

**LATANIA BORBONICA.** Divided, fan-shaped leaves. Strong plants.

**Price** of all Palms—Handsome, strong plants, 20c each; 4-inch plants, 40 cts. each, postpaid; large specimen plants, about 18 inches high, \$1 each, by express only.

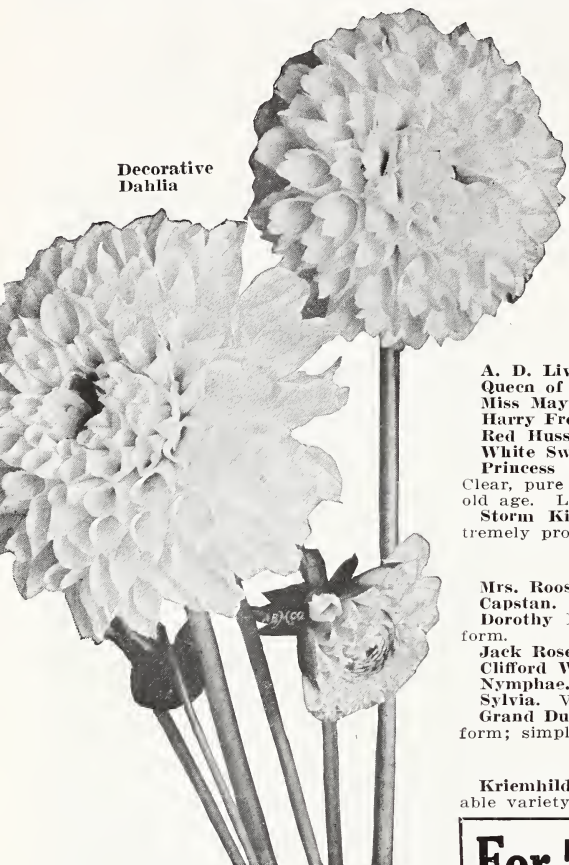


CERTAINLY THEY ARE WONDERS.  
The 16 Roses which we got of you in the Spring were great pleasure to both my husband and myself, beside strangers that saw them. Certainly they are wonders. Every one grew and bloomed, especially Prince de Bulgarie—surely a prince. Too much praise should be given you for your flowers.—MRS. AUGUST BUTT, Dubuque, Iowa.



## Heller's Attractive Dahlias

Decorative  
Dahlia



For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. These magnificent plants are the glory of the autumn garden. We find pot-grown plants produce more flowers than dormant roots. We offer only the best varieties.

Price of all varieties, in strong, well-rooted pot-plants, 15 cts. each, any 4 for 50 cts., \$1.50 per dozen, postpaid, in assorted varieties, purchaser's selection.

### Show Dahlias

**A. D. Livoni.** Pink; splendid large flowers; grows tall.  
**Queen of Yellows.** Brilliant, golden yellow; very large.  
**Miss May Loomis.** Dainty flesh-tinted pink; splendid form.  
**Harry Freeman.** Snow-white, large and finely formed.  
**Red Hussar.** Brilliant cardinal-red; very large.  
**White Swan.** Large, pure white.  
**Princess Victoria.** The finest pure yellow Show Dahlia in existence. Clear, pure canary yellow without a trace of any other color from bud to old age. Long, slender stems. An early and profuse bloomer.  
**Storm King.** The earliest white Show Dahlia; perfect form and extremely profuse bloomer.

### Decorative Dahlias

**Mrs. Roosevelt.** Exquisite; soft pink; the largest of its class.  
**Capstan.** Bright red and apricot, free-flowering.  
**Dorothy Peacock.** Immense in size; color beautiful pink; magnificent form.  
**Jack Rose.** Deep, dark red.  
**Clifford W. Burton.** The finest yellow in its class. Magnificent flower.  
**Nymphae.** Pink and white; looks like a water-lily in color.  
**Sylvia.** Varies from white to pink; large and fine.  
**Grand Duke Alexis.** White tips edged pink. Immense blooms of perfect form; simply grand.

### Cactus Dahlias

**Kriemhilde.** Deep rosy pink with lighter center. A distinct and valuable variety, as the flowers keep a long time after cutting.

## For 50c

For 50c we will send six Dahlias, named varieties, our selection strong plants, postpaid. This is the greatest offer ever made. Please be sure to order as "The Glorious Set."

## Most Popular Hardy Hedge Plants

### California Privet

Set Plants 8 to 12 inches apart.

The one best all-round hedge plant. Can be trimmed or sheared to any desired shape. Has splendid, dark green, glossy foliage. Hardy everywhere. First-size plants, 15c each, 9 for \$1, postpaid; \$5.00 per 100, by express or freight; three-year-old plants, 20c each, 6 for \$1, \$10 per 100, by express or freight. Purchaser to pay express or freight charges in all cases. Orders for 50 at 100 rates.

### Japanese Barberry

One of the most beautiful shrubs for single specimens, and forms a splendid low-growing hedge. The flowers are followed by splendid clusters of bright red berries which cling to the plant all winter. First-size plants, 20c each, \$2 per dozen, postpaid. \$12 per 100, by express; large, three-year-old plants, 40c each, \$4 per dozen, \$25 per 100. Shipped by express or freight, purchaser pays the shipping charges.

## Hardy Japanese Lilies

In good, fertile soil, six to eight inches deep, each bulb surrounded by a half inch of sand, their glorious flowers of radiant beauty soon become a feature of the garden. They grow vigorously and survive from year to year.

**Auratum.** Magnificent pure white flowers, exquisitely spotted with rose, and rayed and banded with yellow. Extra-selected, blooming bulbs, 20 cts. each, 3 for 50 cts., 6 for \$1.00; extra large bulbs, 35 cts. each, 3 for \$1.00, postpaid.

**Longiflorum or Japan Easter Lily.** Beautiful snow-white, fragrant Lily. 15 cts. each, 4 for 50 cts.; 9 for \$1.00; extra large bulbs, 20 cts. each, 6 for \$1.00; enormous bulbs, 25 cts. each, 5 for \$1.00, postpaid.

**Lily-of-the-Valley.** Lovely, fragrant sprays of white flowers. 3 for 15 cts., 50 cts. per dozen, \$3.00 per 100, postpaid.

**Candidum.** The well known Annunciation Lily, or St. Joseph's Lily, so plentifully grown in old gardens. 20 cts. each, 4 for 50 cts., 9 for \$1.00, postpaid.

**Speciosum album.** Glistening white, very fragrant. 15 cts. each, 4 for 50 cts., 9 for \$1.00, postpaid.

**Speciosum rubrum.** Bright crimson and white. Grows very tall. 15 cts. each, 4 for 50 cts., 9 for \$1.00, postpaid.

**Double Tiger Lily.** Deep, fiery red spotted with black. 15 cts. each, 4 for 50 cts., 9 for \$1.00, postpaid.

**Single Tiger Lily.** Orange with black spots. The flowers grow in clusters on a high stem. 15 cts. each, 4 for 50 cts., 9 for \$1.00, postpaid.





## NEVER RECEIVED ROSES WITH SUCH GOOD ROOTS.

Received the order of Roses and other bulbs and am very much pleased with them. Never received Roses with such good roots. Thank you for your promptness.—MRS. F. P. ANDREWS, Wyoming.



## Heller's Charming Gladioli

The Gladiolus is growing more popular each year, both for blooming in the garden and for use as cut-flowers. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned.

**America.** The very best pink; large spike, splendid flowers. 15c each; 4 for 50c.

**Brechleyensis.** Vermillion-scarlet; extra large. 5 cts. each; 50 cts. per dozen.

**Brilliant.** Orange-red with carmine and white throat. 10c each; 6 for 50c.

**Columbia.** Light orange-scarlet, marked with purple. 8c each, 7 for 50c.

**Easter.** White, tinged lemon. 7c each, 8 for 50c.

**Emma Thursby.** White with carmine stripes. 10 cts. each, 6 for 50 cts.

**Florida.** Very dark red. Early. 8c each, 7 for 50c.

**Henry Gilman.** Salmon-scarlet, white bands. 8 cts. each, 7 for 50 cts.

**Jessie.** Velvety red; long spike. 8 cts. each, 7 for 50c.

**Lamareck.** Cherry-red with orange markings. 7 cts. each, 8 for 50 cts.

**May.** White, crimson blotches. 8 cts. each, 7 for 50c.

**Marie Lemoine.** Creamy white flushed with lilac and spotted with violet. 10 cts. each, 6 for 50 cts.

**Salem.** Salmon-pink with maroon blotches. 10 cts. each, 6 for 40 cents.

**Superfine Mixture** All colors of Gladioli, fine, blooming bulbs, not named, that will make a splendid show in the garden and supply a multitude of cut-flowers: 50 cts. per dozen, \$3.50 per 100, postpaid.

**Special Offer** One each of the entire set of 13 splendid Gladioli above, in strong, sure-to-bloom bulbs, \$1.00, postpaid; 2 complete sets, all labeled, \$1.75, postpaid.



Heller's Gorgeous Gladiolus.

## Heller's Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden. From June until frost they are constantly showing a dazzling, bewildering variety of color impossible to describe or illustrate, and are great personal favorites with us. We carry absolutely the best and choicest varieties.

**Price of Hardy Perennial Phlox,** in strong, vigorous, field-grown plants, now in pots, 20c each, 6 for \$1.00, \$1.90 per dozen; one each of the 21 varieties, \$3.25, postpaid.

**Pyramid.** Early pure white variety. Large, showy heads. Very distinctive.

**Rynstrom.** Deep pink. Very large flowers.

**Eclaireur.** Purple crimson, with light halo. Large flowers.

**Ball of Fire.** Bright brilliant red.

**Cocquelicot.** Fine pure scarlet with deep carmine eye. One of the brightest of all Phlox.

**Etna.** Dark crimson and orange. Large flowers.

**Pantheon.** Uniform bright carmine-rose. Very effective.

**Gen. Van Heutz.** Salmon-red, white eye.

**Iris.** Large flowers of blue.

**Josephine Gerbeaux.** Cherry-red center with white margins.

**Cobra.** Magnificent glowing pink; immense trusses.

**Capri.** A grand salmon-pink; very beautiful.

**Eugene Dansauvilliers.** Immense flowers of porcelain (China) blue; very beautiful.

**Augusta.** A grand carmine-red.

**Gladstone.** Early flowering; large in size; beautiful carmine-red.

**Antoinette.** A beautiful new white; large flowers and immense trusses.

**Paul Flisha.** Massive heads of lilac-rose.

**King Harold.** Bright pink, carmine spot on each petal; very distinct.

**Rose Queen.** A brilliant pink with carmine center; very beautiful.

**Lottie Kohler.** A grand blush white; large in size.

**Elizabeth Campbell.** Beautiful delicate pink; striking.

**Frau Rushner.** Enormous in size; white with lilac tube.



Splendid Flower Heads of Hardy Phlox Pyramid

# BLOOMED IN SIX WEEKS.

In 1911 I got some Rose bushes from you, the Trial Collection, 16 for \$1.00. They bloomed in six weeks after I put them out, and bloomed all summer.—MRS. A. C. BACHMAN, Auburn, New York.

## Heller's Magnificent Peonies



The Great Peony Festiva Maxima and Jeannette Heller.

Peonies should be planted in the spring of the year, just as soon as the ground is ready to dig.

Price of all Peonies in the above list, in strong, two- and three-eyed roots, 40 cts. each, \$1.00 per dozen, assorted as desired, postpaid.

Of all the flowers in the hardy garden, the Peony is easily recognized as the queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most gorgeous object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Our list of Peonies we recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

### SELECT LIST OF PEONIES

**Caroline Allain.** Guard petals rose, center flesh and salmon.  
**Canary.** White, with primrose center.  
**Candidissima.** Creamy-white, with sulphur-yellow center.  
**Delachi.** Dark crimson; finely formed flower; free in bloom.  
**Duke of Wellington.** Creamy white; very full and fragrant.  
**Edulis Superba.** Soft pink, magnificent; the most popular.  
**Faust.** Soft lilac guards, pink center.  
**Insignis.** Violaceous pink.  
**Jeanne d'Arc.** Ping guard, sulphur and pink, tufted center.  
**Lady Bramwell.** Splendid silvery rose, large guard petals.  
**Louis Van Houtte.** Velvety cerise red; fine flower.  
**Modeste Guerin.** Bright, purplish carmine; very large.  
**Nobilissima.** Deep pink, with silvery border; large.  
**Prolifera Tricolor.** Flesh-pink guards, center golden yellow.  
**Festiva Maxima.** Splendid white, with flakes of carmine on center petals. One of the finest. Very profuse in bloom; early and fragrant.  
**Rosea Humel.** Rose-pink; very large, late; intense fragrance.  
**Rosea Elegans.** Soft rose-pink.  
**Rubens.** Very dark purple maroon, with golden stamens.  
**Rubra Triumphans.** Deep crimson-maroon; earliest crimson.  
**Triomphe du Nord.** Purplish-pink, with flesh-pink shadings.

### OLD-FASHIONED "PINEYS"

These are the "Pineys" of the old-time garden—the varieties from which all the modern varieties have sprung—and bloom profusely in time for Memorial Day flowers. In spite of the beauty of the more modern and fancy kinds, these old "Pineys" are the favorites of many. Strong, sure-to-bloom kind, and will prove a revelation to the Peony-lover.

**Bright Crimson** (*Officinalis rubra plena*). Splendid, large crimson, very full.

**White** (*Officinalis alba*). White.

**Rose-Colored** (*Officinalis rosea*). Flowers bright, rosy red.

## Standard Hardy Perennials

Favorites of the Old Fashioned Garden. Once Planted They Last a Life Time.

**Golden Glow.** A tall plant, bearing a mass of golden yellow flowers like small Dahlias.

**Hardy Pinks—Double Scotch.** White and pink flowers like small Carnations. Immense clumps.

**Heliopsis Pitcheriana.** Brilliant yellow flowers borne on a strong plant 3 feet high.

**Hibiscus, or Mallow, Crimson-Eye.** Magnificent, large, creamy-white flowers with five broad petals.

**Hollyhocks.** The old-fashioned varieties.

**Sweet William.** Handsome clusters of flowers of all shades, from white to deep, dark red.

**Valerian** (Garden Heliotrope). Vigorous, spreading plant, bearing masses of small, pink, fragrant flowers.

**White Tansy or Yarrow.** (Pearl Achillea). Handsome clusters of white flowers on long stems.

**Blue and White Platycodons** is closely allied to the Campanulas.

**Gypsophila Paniculata Flore Plena** (Double-Flowering Baby's Breath). The little double, rosette-like flowers are produced through the summer. 2 to 3 ft. high.

**Lychnis Chalcedonica.** A most desirable plants, heads of brilliant orange-scarlet in June and July. 2 to 3 feet.

**Veronica Spicata.** Elegant border plant, about 1½ ft. high; long spikes of bright blue flowers in June and July.

**Yucca Filamentosa** (Spanish Bayonet). A low-growing evergreen plant with narrow leaves. The flower-stalk is from 2 to 4 feet high, and rises from the center. Creamy white, bell-shaped flowers.

**Hesperis** (Rocket). A strong growing perennial, forming stout, bushy plants 3 to 4 feet high, with showy terminal spikes of pink flowers during June and July.

**Hardy Candytuft.** Most desirable dwarf plants (8 to 10 inches) with evergreen foliage, which is completely hidden with dense heads of flowers early in the spring.

**Pyrethrum Hybridum. Double Flowering.** Choice named varieties in crimson, pink and white.

**Coreopsis.** One of the most popular hardy plants. The flowers are a rich golden-yellow, of graceful form and invaluable for cutting; continues to bloom the entire summer and autumn, 2 to 3 feet.

Price for Standard Hardy Perennials, strong pot plants, 20c each; 6 for \$1.00, postpaid.





#### BETTER THAN I EXPECTED.

I received my flowers in very good condition. Am well pleased. They are better than I expected, especially the Ferns and Palms. I will try and send another order real soon. I will always recommend you to my friends.—MRS. VERA REDDEN, Bradford, Kentucky.



## Hardy Flowering Shrubs

No matter how large or small the place, flowering shrubs are a positive necessity, for effects can be produced with them impossible of creation with any other form of garden adornment. We list the best selected kinds, all of which are the best known in gardening, and can furnish all the standard varieties of shrubs in any size desired. Write us of your needs in hardy shrubs, evergreens, etc.—we will be glad to supply them.

### Hydrangea paniculata grandiflora

#### Most Ornamental of all Hardy Shrubs

The best known of all the Hydrangeas, with massive, cone-shaped clusters or panicles of flowers, borne in August and September. The flowers are white when first open, changing later to shades of bronzy pink, and cling to bush for weeks. Flowers often used in their dry state for home adornment in winter. Can be used with splendid results in formation of a flowering hedge.

Strong field plants, 20 cts. each, 3 for 50 cts., postpaid; 2-year-old, field-grown plants, 40 cts. each, by express.

### Double Japan Snowball (*Viburnum plicatum*)

A most handsome summer flowering shrub, with peculiarly crinkled foliage and bearing in early June a great profusion of snowball-like clusters of white flowers. Even when not in bloom the bush is distinctly ornamental and adds a touch of unique effect to the garden.

Strong, field-grown plants, 25 cts. each, 5 for \$1.00, postpaid; fine, large, 2-year-old plants, field-grown, 40 cts. each, 3 for \$1.00, by express.

### New Hardy Everblooming Hydrangea

#### (*Hydrangea arborescens sterilis*)

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the Hydrangeas in size and form, and it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on the north side of the house.

Price, strong, vigorous plants, well rooted, 25 cts. each, 5 for \$1.00, postpaid; larger, field-grown plants, with fine roots, 50 cts. each, 3 for \$1.00, by express.

### Boston Ivy

One of the finest vines for clinging to brick, stone or wooden walls, forming a perfect mat of dark green, lustrous foliage which turns to beautiful shades of crimson and scarlet in the fall, when it bears clusters of black berries or seed. Strong plants which will grow with wonderful rapidity, 20 cts. each, 4 for 50 cts., postpaid; large, 2-year-old plants, 40 cts. each, postpaid.

### English Ivy

A splendid evergreen climber, with dark, glossy green leaves; clings firmly to stone or brick walls, without trellis or support. 15 cts. each, 9 for \$1.00, postpaid.

### Moon Flower

(Better, Prettier and Cheaper than Awnings)

These wonderful vines grow with marvelous rapidity, 30 to 50 feet in a single season, and their broad, handsome foliage imparts a most refreshing shade on a hot summer's day. The flowers open as the sun goes down, and remain so during cloudy days. The best of all vines for quick shade. The writer had more shade and comfort from four Moon Flower vines during the summer than \$50 worth of awnings could have given.

White. Immense white flowers of wonderful fragrance. The true magnolia-scent.

Blue, Ipomea Leari. Flowers smaller, but of fine, satiny blue, with crimson bars.

Either variety, 15 cts. each, 4 for 50 cts. One plant of each variety, 25 cts., postpaid.



Hydrangea Paniculata Grandiflora.

## Heller's Glorious Irises

The memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, and while the "modern" Irises, if we may use the term, will remind one of the old days, they, too, like everything else of these days, have yielded to the influence of improvement, and there has been evolved a race of flowers absolutely bewildering in the glory of their form and color.

Not the least valuable of their charms lies in the fact that their flowering period covers such a long time in early spring and summer, and with a proper selection it is possible to have Irises in bloom in the garden from early in March, while snow is still on the ground, to late in July.

## German Iris

**Iris King (New).** Height, 30 inches, standard rich yellow; falls velvety plum edged yellow. A very striking variety.

**Gypsy Queen.** Standard old gold, shaded smoke pearl. Falls black maroon shaded and reticulated yellow; late bloomer.

**Madame Chereau.** Height, 3 to 4 feet. Pure white, edges beautifully penciled azure; superb.

**Hector.** Height, 30 inches, standard soft clouded yellow; falls rich violet-red; very showy.

**Celeste.** Falls bright blue, uppers delicate grayish blue; all having a lavender effect.

**Dr. Bernice.** Height, 30 inches, standard coppery-bronze; falls rich velvety plum; extra.

**Purple King.** A deep rich purple, very showy and effective in color scheme.

**Black Knight.** Smoky purple.

Price of German Iris, 20 cts. each, 6 for \$1.00, postpaid. Mixed Varieties, 15c each, \$1.50 per dozen, postpaid.

## New Castle Lawn Grass Seed

Our wonderful mixture of grass seed, which we have named the New Castle Mixture, is, without exception, the best for general sowing, and produces a smooth, velvety green sward. It is particularly valuable for sowing in the fall, from September to as late as the weather continues warm. It is a good idea to have a supply on hand over winter to sprinkle upon the top of the February snow, when it will be carried into the ground as the snow melts. Price, by mail, 45 cts. per pound; by express, charges collect, 35 cts. per pound.

# Heller's Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine, and quickly make large, handsome bushes. If large specimen flowers are wanted pinch off all buds except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in a cool, dark place; in milder climates they are perfectly hardy.



Heller's Superb Chrysanthemum.

For \$1.00 we will send to any address, postpaid, 15 choice Chrysanthemums, strong plants, our selection, distinct and different. You will not be disappointed by leaving the selection to us. This is the most liberal offer ever made.

## Clematis Paniculata

Beautiful flowering vine, which, in late August and September makes such a glorious display of its great masses of small, white, fragrant flowers, giving the vine the appearance of being literally covered with a sheet of bloom. This is the most wonderful of all hardy flowering vines. It is absolutely hardy everywhere, grows with astonishing rapidity and in a short time will adorn your porch in a way that will delight you. Strong, vigorous one-year-old field-grown plants, 15c each, 4 for 50c; large size, 25c each, 5 for \$1.00, postpaid; extra large, immense field-grown plants, 50c each, by express only.

## Novelties in Chrysanthemums

Of all the newest varieties, these are the cream. No description can do justice to their wonderful size, form and beauty. This is the latest word in new Chrysanthemums.

**Harvard.** Magnificent deep, crimson. A rare color. Among the large flowering varieties. Flowers immense in size, perfect formed. In full bloom November 15th.

**Oconto.** Japanese Incurved. Large sized, perfect foliage. Beautiful white. In full bloom October 15th.

**Fidelity.** Magnificent white. Blooms November 15th.

**Wm. Turner.** One of the grandest and most immense Chrysanthemums in cultivation. Almost inconceivable in size. Incurved. Pure white.

**Alice Salomon.** Large incurved. White. Maturing October 20th. Very desirable owing to size and earliness.

**Elberon.** New and beautiful. Japanese Incurved. Pleasing shade of pink. Strong grower.

**Price:** Strong plants, above varieties, 15c each; any 4 for 50c, any 9 for \$1.00, postpaid.

## New and Rare Standard Varieties

New varieties come and go but this great standard Chrysanthemum is in a class by itself. None better and few as good. Every color and shade is present here and every variety has been subjected to a rigid test, out of a long list, these are the best.

**Mrs. Robinson.** One of the best whites. Very popular.

**W. H. Chadwick.** White, large and beautiful.

**Dr. Enguehard.** Beautiful true pink. Ball shape.

**White Bonaffon.** Pure white; beautiful ball-shaped flowers.

**Yellow Bonaffon.** Bright yellow. Standard of its color.

**Timothy Eaton.** Magnificent white. Very large.

**Intensity.** Magnificent large reflexed bright crimson flowers. The best of its color.

**Chieftan.** An incurved rose pink on stiff stems and perfect foliage. Winner in many classes at fall show.

## Pompons

**Richardson.** Old gold with bronze tinge. Very hardy. Beautiful pure white. Hardy.

**Incant.** Bright scarlet-crimson. Very double. Hardy.

**Adelaide.** Magnificent. Full bright pink. Very hardy.

**Magnificent.** Very strong yellow. Hardy.

**Price of all Chrysanthemums on this page, except where noted, strong plants, 10c each, 6 for 50c, 12 for \$1.00. In one or assorted varieties, postpaid.**

**GLORIOUS SET** of superb Chrysanthemums shown on color plate opposite. One plant each, including two additional varieties, our selection, 6 in all for 10c, postpaid.

## The English Clematis

A fast-growing hardy vine with small, refined foliage, and bearing a wondrous profusion of gorgeous, large, five-petaled flowers in various colors, as below:

**Jackmanii.** Deep royal purple flowers.

**Anderson Henryi.** Large, creamy white.

**Madame Edouard Andre.** Carmine-red.

**Large, strong, imported two-year-old plants, on own roots, 50c each, 3 for \$1.25, postpaid.**

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A. B. MORSE COMPANY, ST. JOSEPH, MICHIGAN



# *"Heller's Glorious Chrysanthemums"*



The Glorious Set  
Four Chrysanthemums  
for 50 cents

NO. 1 INTENSITY—NO. 2 GLORIA—NO. 3 MAJOR BONNAFON—NO. 4 WHITE EATON



# The latest, greatest and most sensational new arrival among "THE ROSES OF NEW CASTLE" CLIMBING AMERICAN BEAUTY

Perfect grower, wonderfully hardy  
and free  
blooming

## CLIMBING AMERICAN BEAUTY

Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty, practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in the greatest profusion throughout the growing season. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. Splendid in the South. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Ours is the genuine stock. Absolutely true to name, on its own roots. Strong, one-year-old plants, 20c each; larger size, 30c each, postpaid. Strong, two-year-old plants, 50c each. Large Star size specimen plants 75c each, by express.

This superb new rose for sale by  
**HELLER BROTHERS COMPANY · NEW CASTLE, INDIANA**  
Exclusive growers of the world's best roses  
"THE ROSES OF NEW CASTLE"